

MAN

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

PERIODICAL
SEPTEMBER 1, 1956

AUG 27 1956

MICHIGAN STATE UNIVERSITY



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FLOWER—GRASS—VEGETABLE

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PATENTED HYBRID TEA ROSES

	Retail Price Each
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Charles Mallerin. Patent No. 933	2.50
Charlotte Armstrong. Patent No. 455	2.25
Chrysler Imperial. Patent No. 1167	2.50
Diamond Jubilee. Patent No. 824	2.00
First Love. Patent No. 921	2.25
Forty-Niner. Patent No. 792	2.25
Fred Howard. Patent No. 1006	2.00
Golden Scepter. Patent No. 910	2.00
Golden Masterpiece. Patent No. 1284	2.75
Helen Traubel. Patent No. 1028	2.50
Horace McFarland. Patent No. 730	2.00
Katherine T. Marshall. Patent No. 607	1.75
Lowell Thomas. Patent No. 595	2.25
Mary Margaret McBride. Patent No. 537	1.75
McGredy's Sunset. Patent No. 317	1.75
Mirandy. Patent No. 632	2.25
Mission Bells. Patent No. 923	2.00
Mme. Henri Guillot. Patent No. 337	2.00
Mojave. Patent No. 1176	2.75
New Yorker. Patent No. 823	2.25
Nocturne. Patent No. 713	2.25
Peace. Patent No. 591	2.50
President Eisenhower. Patent No. 1217	2.25
Rex Anderson. Patent No. 335	1.75
Rose of Freedom. Patent No. 791	1.75
Rubaiyat. Patent No. 758	1.75
San Fernando. Patent No. 785	1.75
Show Girl. Patent No. 646	2.25
Sleigh Bells. Patent No. 1004	2.00
Sun Valley Rose. Patent No. 1135	2.50
Sutter's Gold. Patent No. 885	2.25
Suzon Lotthe. Patent No. 943	2.00
Taffeta. Patent No. 716	2.25
Tallyho. Patent No. 828	2.25
Tiffany. Patent No. 1304	2.50

PATENTED GRANDIFLORA ROSES

Buccaneer. Patent No. 1119	2.50
Carrousel. Patent No. 1066	2.00
Queen Elizabeth. Patent No. 1259	2.50

PATENTED FLORIBUNDA ROSES

	Retail Price Each
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Betty Prior. Patent No. 340	1.75
Chatter. Patent No. 739	1.50
Circus. Patent No. 1382	2.50
Donald Prior. Patent No. 377	1.50
Fashion. Patent No. 789	2.00
Geranium Red. Patent No. 811	2.00
Goldilocks. Patent No. 672	1.75
Independence. Patent No. 1036	1.75
Jiminy Cricket. Patent No. 1346	2.00
Lilibet. Patent No. 1209	2.00
Ma Perkins. Patent No. 1143	2.00
Masquerade. Patent No. 975	2.00
Pink Bountiful. Patent No. 601	1.75
Pinocchio. Patent No. 484	1.75
Red Pinocchio. Patent No. 812	1.75
Summer Snow. Patent No. 416	1.50
Vogue. Patent No. 926	2.00
White Pinocchio. Patent No. 1010	1.50
World's Fair. Patent No. 362	1.50
Yellow Pinocchio. Patent No. 992	1.50

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Cl. Charlotte Armstrong. Patent No. 523	2.50
Cl. Crimson Glory. Patent No. 736	2.50
Cl. Goldilocks. Patent No. 1090	2.50
Cl. Peace. Patent No. 932	2.25
Dr. J. H. Nicolas. Patent No. 457	2.00
King Midas. Patent No. 586	2.00
Spectacular. Patent No. 1416	2.50

PATENTED ROSE PRICE SCHEDULE

Retail Price Each	Wholesale Prices			
	Each 10 to 19	Each 20 to 99	Each 100 to 249	Each 250 and up
\$1.50	\$0.90	\$0.75	\$0.70	\$0.65
1.75	1.00	.87½	.80	.75
2.00	1.10	1.00	.95	.85
2.25	1.25	1.12½	1.05	.95
2.50	1.40	1.25	1.20	1.10
2.75	1.50	1.37½	1.30	1.20

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AMERICAN NURSERYMAN

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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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THIS IS A BANNER YEAR FOR ROSES IN THE HEMET VALLEY

Our fertile mountain valley in Hemet, California, actually outdid itself this year. Always an ideal growing area for roses—this year they are the greatest!

During the recent A. A. N. convention in Los Angeles, many of you visited our gardens. It was most pleasing to hear on all sides: "These are the finest rosebushes I have ever seen—anywhere." Since this comment came from men whose judgment is highly respected in the industry, it was doubly appreciated.

There have been years when our entire stock of rosebushes has been allocated to old customers. This year, thanks to the bumper crop, we should be able to fill more orders.

"Seasoned Rosebushes" *for the wholesale trade exclusively.*

Originators of Tiffany, hybrid tea, 1955 A.A.R.S. winner, and Lilibet, floribunda, 1954 A.A.R.S. winner, and the new TEXAN, floribunda?????

Write for our new 1957 price
list of all the popular patented
and nonpatented varieties.



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AMERICAN NURSERYMAN

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Advertising Manager

Editorial

RECRUITS NEEDED

While the nursery industry, by and large, is near the top of the ladder, if not at the peak, in volume of business and in general prosperity, contacts with the public indicate that it is a considerable distance from fulfilling its opportunities.

Owners of new homes must wait for completion of the work of planting their grounds, and owners of old homes have a still more difficult time in securing the renovation of plantings on the premises. If they find firms interested in their proffered jobs, the work is done in a rush, with little attention afterward and no attempt at a follow-up sale that season or next. Indeed, the fact that landscape nurserymen, in particular, have little need for salesmen, except as order-bookers or designers, has led to a feeling of neglect on the part of the would-be customers. Probably money that might have been spent on the purchase of trees, shrubs and flowers goes for new automobiles, television sets, rugs or drapes.

Homeowners who do not wish to do the work themselves are employing the odd-job men who mow their lawns to do their planting, and the ignorance of one is usually matched by that of the other, for now we are talking about ordinary odd-job men and not about the landscape maintenance men, some of whom are recognized by nurserymen as filling creditably a breach in our industry operations at the present time. In the small home grounds planted by the owner himself, usually a wage earner of limited income, mistakes in the choice or location of trees and shrubs do not loom large, because the planting is not extensive. But the grounds of a fine home may suffer decidedly if the planting is made without knowledge or judgment.

These comments are made in respect to the landscape-planting aspect of the industry because the public reaction seems to be greatest in that regard. But the garden center and the wholesale nursery suffer for

the same reason. All sections of the industry are undermanned by competent persons, even where common labor is adequate. The expansion of the industry cannot take place on the basis of common labor, but requires individuals who know at least the rudiments of the business.

Although more schools and colleges offer training in some phase of industry work, their output is a drop in the bucket compared to the industry's need if there are to be adequate plantings about the new homes which continue to be built at the rate of over a million a year, not to speak of the planting of old homes, industry grounds, new highways, etc.

The problem of securing and training recruits is not confined to this industry. The reason it is so important a problem here is that other industries face it also and offer competition in its solution. So nurserymen themselves, small firms as well as large, need to give more attention to the development of assistants that will enable them not only to take advantage of the opportunities now presenting themselves, but also to expand the nursery industry commensurately with other industries serving the increasing number of homes and the rising population of this country.

TRAINING IN FRANCE

After the foregoing editorial was written, there arrived an issue of a British trade periodical, *Nurseryman & Seedsman*, which devoted its editorial page to this problem in Great Britain, with particular reference to a recent method of apprentice training in France, described in an article in the same issue. At Orleans, long a celebrated French nursery center, the growers of the area in 1949 raised funds which, with a governmental agricultural loan, enabled them to establish a hostel for about 100 youths, who worked days in the nurseries and attended classes in horticultural subjects in the evenings and on Saturday afternoons. The nurseryman invest in the enterprise in accordance with the number of apprentices they hire. The wages of the apprentices are paid to the director, who remits to them the balance after deductions for board, lodging and instruction. Interim examinations are held, and any apprentice who fails twice at any one stage is dropped. In three years the successful candidates receive a government

certificate, which entitles them to a substantially higher wage.

As there is a waiting list of applicants, the apprentices are selected by a preliminary competitive examination.

The scheme has also been established at Versailles and is expected to be followed at other nursery centers in France.

BAILEY MEMORIAL FUND

Included in the budget approved by the board of governors at the recent convention of the American Association of Nurserymen was a grant of funds of \$1,000 to the Bailey memorial funds, so that the association becomes a founder of the endowment fund, a distinction afforded to a contributor of \$500 or more.

How worthy and useful is this fund was told in these pages earlier in the year when announcement of the fund was published. The achievements of Dr. L. H. Bailey and his service to the nursery industry are well known. Mention of the books of his authorship or editorship still in daily use by nurserymen would attest a most valuable part of his service.

The memorial fund will enable the Bailey Hortorium to continue some of his work, like the revision of "Hortus" and later Bailey's monumental "Cyclopedia of Horticulture." The hortorium will be enabled to continue other valuable help to the trade, as in the identification and nomenclature of plants.

Richard P. White, executive vice-president of the A. A. N., thus comments on the association's contribution to the Bailey memorial fund: "We feel that this grant of funds from the association can serve only as a pilot for further contributions from our members as appeals may be made direct to them in the future. I would not like anybody to feel that the contribution made by the association is to be considered an end in itself. I like to think of it as an example for others to follow in the industry in accordance with their means."

CARL CANNOVA NURSERY, R. R. No. 1, Hawarden, Ia., recently ceased operations.

GREEN TREE NURSERY, Arnold drive, Boyes Hot Springs, Calif., exhibiting for the first time, recently won a first-place ribbon at the Solano county fair for its display of a garden featuring a pool.

Mail-Order Nurserymen Meet at Chicago

Talks Emphasize Importance of Good Customer Relations

Meeting at Chicago August 6 and 7, more than 100 members of the National Mail Order Nurserymen's Association participated in an all-business program that featured material concerned with customer relations — how to sell to the public, how to please it and how to educate it. The report of Dr. John P. Mahlstedt, Iowa State College, Ames, on the results of the test ordering project conducted the past year and the comments of James Horton, A. A. N. counsel on the fair practice rules brought important facts to the attention of the group, as did two panel discussions.

The election of officers at the concluding session saw the advancement of Jack Hanley, Hanley's Nursery, Carbondale, Ill., to the presidency, the naming of Joseph Weston, Neosho Nurseries Co., Neosho, Mo., as vice-president and the re-election of Robert Bauge, Judson Wholesale Nurseries, Bristol, Ind., as secretary-treasurer.

The following regional vice-presidents were named:

Eastern region: First vice-president, Gene Bunting, Buntings' Nurseries, Inc., Selbyville, Del., and second vice-president, Douglas Musser, Musser Forests, Inc., Indiana, Pa.

Central region: First vice-president, Don McConnell, McConnell Nursery Co., Point Burwell, Ont., Canada, and second vice-president, Harold Goldstein, Kunderd Gladiolus Farms, Goshen, Ind.

Southern region: First vice-president, Alvin Dickerson, Ozark Nursery Co., Talequah, Okla., and second vice-president, Robert Baker, Baker Bros. Nursery, Fort Worth, Tex.

Western region: First vice-president, Carl Lumry, Mount Arbor Nurseries, Shenandoah, Ia., and Hugh Steavenson, Forrest Keeling Nursery, Elsberry, Mo.

Official Reports

Officers' and committee chairmen's reports opened the program at the first session Monday morning. John Kelly, Kelly Bros. Nursery, Dansville, N. Y., called the meeting to order. In his address, Mr. Kelly expressed optimism in the future of the business in his comment that there would always be a mail-order business as long as there were buyers who wanted to order early and as long

as there were wet springs when buyers would prefer to order from their homes.

The present status of various legislative programs affecting nurserymen's interests was reported on by Dr. Richard P. White, executive vice-president of the A. A. N. Essentially the same information was given at this time as presented at the A. A. N. convention and reported in the August 1 issue. The trip lease bill was in the hands of President Eisenhower at the time the Chicago report was being given. Passage of amendments to the social security act was noted, setting a lower retirement age for women (from 65 to 62) and providing payments to totally disabled persons after age 50, with resulting increase in cost to the employer and employee.

Mr. White reported that the proposed bill carrying provision for increased postal rates had been buried for this year, but warned that a similar movement may be expected next year, and it is likely to be successful. Also to be watched in another legislative period is effort to place postal rate-making power in a commission rather than in Congress. It was felt that a commission would be much less open to outside arguments than Congress is.

James Horton, A. A. N. counsel on the F. T. C. rules, made a compre-

hensive report and indicated areas where he believed clarification would be necessary. Mr. Horton's comments were similar to those given in connection with the A. A. N. convention and reported in the August 1 issue. He urged the nurserymen to try to work with the rules as drafted but added that amendments can be made. The A. A. N. will shortly send out suggested wording for order blanks to conform with the rules regarding substitutions. Mr. Horton will be available to advise on F. T. C. rule questions until next July.

Later during the convention, a motion was made by Leslie Sjulín, Inter-State Nurseries, Hamburg, Ia., to amend the rules to provide some restriction on the use of the term "nursery" in a firm name, setting as a requirement the growing by the firm of a certain percentage of the stock sold. The motion was seconded and passed by the group and was then referred to the F. T. C. advisory committee.

Mail-Order Mistakes

Because his talk required screen projection of material, Jerome Hardy, the luncheon speaker on Monday, addressed the group after return to the meeting quarters. Mr. Hardy, a member of the Doubleday & Co. staff, talked on "Mail-Order Industries' Outstanding Mistakes." His



Officers of the National Mail Order Nurserymen's Association; left to right, John Kelly, retiring president; Joseph Weston, new vice-president; Jack Hanley, newly elected president, and Robert J. Bauge, re-elected secretary-treasurer.

material consisted of mail-order sales efforts in the publishing field that had been notable failures. The pictures shown depicted the mailing pieces, and the speaker offered his ideas, or the ideas of the original user, as to why the mailing had failed.

From his varied materials the speaker drew the following conclusions: Advertising must be interesting and logically related to the offer made. The field to which the advertising is directed must be carefully selected as having logical prospects. Offers of "free" goods are not necessarily the best for appeal. Offers should not be so overwhelming they are unbelievable. Customers should not be kidded.

Mail-order Advantages

The first day's panel discussion, which followed Mr. Hardy's talk, was on the subject, "Why People Buy Nursery Stock Through Mail Order." Willis Brandow, Stern's Nurseries, Geneva, N. Y., moderated the program, in which Elden Burgess, Burgess Seed & Plant Co., Galesburg, Mich., spoke first. His approach was a consideration of complaints that might decrease inclinations to order by mail. The classifications made were: 1. Not getting the service expected, often failure to receive immediate delivery at the height of the spring rush. 2. Criticism of grades and quality of stock sent. 3. Drying out of stock in transit and failure of the plants to survive. Corrective approaches were suggested.



Three generations of the Armstrong family at the site of the new nursery and garden supply sales center to be built by the Armstrong Nursery Co. at Ontario, Calif. Pictured, left to right, are David L. Armstrong, director of the firm's research and new plant development department; J. Awdry Armstrong, vice-president and general manager; J. S. Armstrong, president and founder, and John A. Armstrong, Jr., sales manager.

Hugh Steavenson pointed out that buyers should respond to the great variety of merchandise that the mail-order catalog offers them. He added the thought that mail-order dealers should try for exclusive distribution of certain novelties and should expect more security in holding exclusive rights.

Jack Hanley made the point that the mail-order catalog reaches the prospective buyer early in the year so that he can order carefully and satisfy his exact tastes.

Tom Kyle, the final panelist, said that the catalog sold the attractive blooming plant, not the bare sticks, which was all the stand buyer had to look at. Catalogs can do a far better job than simple price lists that other types of dealers might employ.

Mr. Brandow topped off the remarks by reminding the nurserymen that they were selling beauty through their catalogs which are a good medium both to present ideas and build confidence.

As part of the discussion from the floor there was a reminder from John Condon, Condon Bros., Seedsmen, Rockford, Ill., that the members are often selling to young homeowners who need planting information, which should be given to them.

Selling Mail-Order

George Rose carried the panel discussion into its next logical phase with a talk "Selling the Public on Mail-Order Buying." Among his suggestions were the following: Pack-

aging should be improved; catalog descriptions should be more accurate; plants should be made as attractive as possible before shipping; merchandising techniques should be improved, and sales on credit plans should be developed.

An excellent, but not exploited

[Continued on page 42]

GROWING THROUGH THREE GENERATIONS

Nearly 70 years of growing nursery stock and, in the process, building one of the country's largest nursery firms, the Armstrong Nursery Co., Ontario, Calif., is the experience of three generations of the Armstrong family shown in an accompanying illustration. Left to right, they are David L. Armstrong, director of the firm's research and new plant development program; J. Awdry Armstrong (wielding the shovel), vice-president and general manager; J. S. (Jack) Armstrong, president and founder, and John A. Armstrong, Jr., sales manager. The occasion for this gathering was the breaking of ground for a new Armstrong nursery and garden supply sales unit at Ontario.

Located in the recently developed Ontario Plaza shopping center, this store will serve the rapidly expanding new home developments in the east end of Los Angeles county and the west end of San Bernardino county. In addition to housing a complete stock of plants and a full line of garden supplies, the facilities will include a flower shop and provide a complete landscape service. Work will be pushed ahead rapidly, and it is expected that the doors will be open about November 1.

The Armstrong Nursery Co. is widely known for its research and plant-breeding department. Started in the early 1930's, this department has expanded until today it is one of the largest privately owned plant research projects. The primary objective in launching this program was to develop roses, through hybridization. The success of this effort has been outstanding, winning recognition repeatedly both in this country and abroad.

Armstrong research has also developed improved fruit varieties. Flowering peaches that bear fine, edible fruit; new peaches specially suited to warm-wintered locations; new nectarines with improved color and flavor, and new apricots, plums and other fruits have been introduced to the planting public as a result of the firm's research.

Nursery and Management Conference

Publicity and Plants, Topics at Michigan

A record attendance of 280 persons attended the 10th annual Michigan nursery and landscape management conference held in the Kellogg Center, Michigan State University, East Lansing, August 8 and 9. Sponsored by the department of horticulture, in cooperation with the Michigan Association of Nurserymen and the Michigan Landscape Conference, the program contained informative talks on newly introduced flowering shrubs and small trees for the home landscape, by Dr. L. C. Chadwick, department of horticulture, Ohio State University, Columbus, O., and on progressive publicity, by Jack Jones, Southwest Landscape Co., Dallas, Tex. Members of the horticultural department gave a review of accomplishments, and a panel discussed industry problems. Concluding the 2-day session were added talks on salesmanship, methylene urea fertilizers and insecticides and weed killers. A tour of the grass test plots, the plant science greenhouses and campus plantings was of interest to the group.

An attractive stage display of evergreens and shrubs, with a rustic fence, contributed by the Kalamazoo Valley Landscape and Nurserymen's Association, provided the background for the meetings. Serving as chairman for the first session Wednesday morning was Kenneth Runciman, Ann Arbor. After a few remarks he introduced Dr. Roy Marshall, assistant director of the Michigan agricultural experiment station, who welcomed the group and explained that Dr. Lloyd Turk, director, was unable to be present because of illness. Dr. Marshall told of the expanded research program newly planned for Michigan, which will add \$1,000,000 a year for agricultural research during the next five years, if accepted. He explained that Michigan is one of the three most diversified states in agricultural commodities and ranks ninth in funds allotted for research. With the population growth predicted for the state of Michigan, he foresaw a good future for Michigan nurserymen.

An attentive audience next listened to Dr. Chadwick as he showed slides and talked on the subject of "Newly Introduced Flowering Shrubs and Small Trees for the Home Landscape." His comments

appear separately on other pages of this issue. After Dr. Chadwick's talk the nurserymen adjourned for lunch.

University Research

A review of accomplishment was given at the beginning of the afternoon session by Dr. Donald P. Watson, Dr. Fred B. Widmoyer and Harold Davidson, horticulture department, Michigan State University. Printed copies of Michigan State Nursery Notes, containing a summary of work being carried on at the university, were handed out.

Because of the requests for information on garden lighting, work is being done on that subject. Fluorescent lighting has been used effectively, and fluorescent paint sprayed on plants and illuminated with ultraviolet light is being tried.

Regarding watering methods, it has been calculated that it costs almost twice as much for labor when watering is done by hand, compared with automatic subirrigation.

Streptomycin, acti-dione and agri-mycin have been shown to reduce losses from damping off, so further tests using a greater variety of antibiotics are being conducted.

Lawn grass tests have shown Merion bluegrass, Kentucky bluegrass, red fescues and bent grasses are best for Michigan.

Study of television program preference showed 40 per cent of watch-

ers preferred a drama, 31 per cent a discussion and 29 per cent a lecture.

From the results of using a polyethylene greenhouse for rooting softwood cuttings, the polyethylene house is recommended after danger of a killing frost is past. It cannot be recommended without the use of constant or intermittent mist to provide high humidity and reduce temperature fluctuations.

Campus Tour

Wednesday afternoon a tour was made of university grass test plots, campus plantings and the horticultural greenhouses. Dr. James Tyson, the university turf grass specialist, pointing out a bent grass plot, cautioned not to let the grass grow too high and then mow it down, for the brown roots will be exposed. Meyer zoysia is good in its place, but is not recommended for Michigan, he said. Showing off a good stand of Merion bluegrass, he said straight Merion should be planted by the end of August and can be cut close in the late fall or spring, with the clippings removed. This, he said, will provide aeration.

At the plant science greenhouses, tests were shown on photoperiodic work in the rooting of cuttings, the use of gibberellic acid to induce plant growth and the breaking of dormancy of gladiolus corms.

The test planting of ornamental



Speakers at the Michigan nursery and landscape management conference are shown in discussion together. They are, left to right, Fred B. Widmoyer; Donald P. Watson, and Harold Davidson, of the horticulture department, Michigan State University; Jack Jones, Southwest Landscape Co., Dallas, Tex., and L. C. Chadwick, department of horticulture, Ohio State University, Columbus, O.



Panel members and moderator at the Michigan nursery and landscape management conference, left to right, seated: Meredith A. Cox, Livonia; Thomas Lied, Milwaukee, Wis., and John Crinnion, Detroit; standing: John S. Stark, Midland; Charles Greening, Monroe; John B. Light, Richland; John T. Venman, Rockford, and James Ilgenfritz, Monroe.

evergreens on the campus, started five years ago, was inspected next. Many varieties of taxus, juniperus, arborvitae and broad-leaved evergreens were viewed. It is hoped before long this planting will be one of the most inclusive in the state.

Panel Discussion

Wednesday evening a panel discussed "What I Expect of Our Industry." Panel members included Meredith A. Cox, Peter Christensen Nursery, Livonia; Charles Greening, Greening Nursery Co., Monroe; James Ilgenfritz, Ilgenfritz Nurseries, Inc., Monroe; Thomas Lied, Delmar E. Lied Nursery & Landscaping, Milwaukee, Wis.; John B. Light, Light's Tree Co., Richland; John S. Stark, Stark Nursery, Midland, and John T. Venman, Rockford, while the moderator was John Crinnion, John J. Crinnion Landscape Co., Detroit.

The panel agreed that a continual reinvestment in one's business is necessary. There was a wide difference of opinion as to the income and vacation which an owner can expect. The question of salaries for foremen also brought out a wide divergence of opinion. Discussing fringe benefits, the panel agreed they were necessary, to compete with industry. The American Association of Nurserymen's group insurance plan was thought to be excellent by several members, and it was agreed that employees should pay part of the cost of fringe benefits. Uniforms were held necessary for service employees who came in contact with the public. Part of the uniform cost should be paid by the employee, it was felt, although the practice was deemed good advertising for the employer.

With reference to labor, it was agreed that it is difficult to retain year-around labor crews. Individuals should work only six days a week, the free day being varied. The price of nursery stock has not increased with other commodities, pointed out another panel member. He believed prices should be increased so nursery labor could be paid the same salary

as union labor. It was thought by a panel member that a 9-hour day for labor would be ideal. Another panelist believed that more time could be given by the employer to search out work to keep labor busy over the winter months.

The need for state licensing of those in the nursery business, based on their knowledge and experience, brought a mixed reaction. It was believed a minimum charge should be made for landscape plans, but if the entire requirement of stock is purchased from the nursery, the cost of the plan can be absorbed.

Discuss Guarantees

In a discussion of guarantees, the group made the following points: No guarantee should go with cash-and-carry sales. Defective dormant stock sold should be replaced. A guarantee can be given provided an extra charge is made. A strict 50 per cent guarantee can be made for six months; if a plant dies, the customer pays 50 per cent of the cost of replacement.

One of the highlights of the conference was Jack Jones' talk on "Progressive Publicity," delivered Thursday morning. His comments are published.

[Continued on page 71]

Chadwick on New Plants

"Newly Introduced Flowering Shrubs for the Home Landscape" was the subject of Dr. L. C. Chadwick, department of horticulture, Ohio State University, Columbus, O., in his talk before the Michigan nursery and landscape conference at Michigan State University, East Lansing, August 8. Besides handing out a printed list of his selections, Dr. Chadwick showed colored slides of many of these plants, making comments upon each. He explained that the list which he presented included some excellent new shrubs and others which have not been used as much as they should. Most of the plants mentioned, he stated, are available in the trade, while a few are to be found in Europe, but will be in this country also before long.

Prefacing his discussion, Dr. Chadwick said it is well to consider the characteristics of a good shrub. First there is hardiness. This, he explained, does not mean a plant has to withstand all winters, but it should weather the average one. The second demand would be durability, he continued. Dr. Chadwick added that he used to believe a plant should last a great many years to be durable, but

many plants, he said, furnish accent or interest points and a homeowner may get tired or want a change, meaning the plant does not need such longevity. Adaptability would be the third characteristic of a good shrub, he said; the plant should be able to stand different soils and both shade and sun. Habit of growth or branching habit, good foliage and flower and fruit production follow in that order. Before showing the slides, Dr. Chadwick remarked that good flowering shrubs for midsummer are scarce.

Vines

In presenting his list of deciduous plants, he set up six categories, the first being vines. Dr. Chadwick remarked that growers in this country are lax in the use of vines; they are used more in Europe. Large-flowered hybrids of clematis were listed under vines as being good and having a wide variety of colors. Clematis does not get out of hand like other vines, he observed.

Changing to the second group, low shrubs, one and one half to four feet, he listed *Berberis thunbergii* atro-

[Continued on page 36]

Operating a Garden Center

Chapter 17. Customer Relations

By John J. Pinney

Successful garden center operators, including self-serve centers, emphasize the importance of greeting all comers if possible. No one likes to be neglected; everyone likes to feel that he is welcome.

Some folks come to garden centers knowing what they want and will appreciate immediate attention. Even though no salesman is free at the moment, merely the acknowledgment of the customer's presence and the assurance that "someone will be with you soon" will calm all but the most impatient.

Visitors Should be Welcomed

Many customers visit garden centers not knowing what they want or possibly with no notion of buying anything at all. They come in to browse and should be made welcome with the assurance that they are free to "look around all you wish and if you need any help just let us know. We are glad to have you visit us."

Everyone probably has had the experience at one time or another of going into a store with the intention of buying, only to have the salesman glance at him and then turn away even though he may not have been busy. It is natural to resent such treatment and to transfer the resentment to the establishment itself. Everything possible should be done to make the visitor feel welcome and at ease.

Greeting the Customer

Sales personnel should be taught what to say when greeting customers. Of course, if they are well acquainted with the customer the greeting will take care of itself, but strangers should receive special attention.

"Something?" or "Something for you?" are forms of address that sound surly and are not calculated to make the customer respond favorably. Better to say, "May I help you?" or use the formal salutation, "Good morning," and then look pleasantly inquiring.

It should be possible for your customers to distinguish between your salesmen and other customers. It is embarrassing for one customer to address another believing him to be a salesman. Avoid this situation by having your sales personnel wear uniforms, smocks, coveralls, caps or merely badges with your name on

them — in other words something that will identify your sales personnel.

Knowledge of Stock

Salesmen should not only be well trained in the art of selling but should be informed thoroughly about your stock, where it can be found in the garden center, its uses and culture. A salesman who does not know his stock and bluffs his answers will soon be discovered by the customer. He will no longer have that customer's confidence and you may not, either, for having such an incompetent person in your employ.

When one has to employ salesmen it is difficult to find ones who are well informed about nursery stock. Inexperienced salesmen, when employed, should be instructed to confess their lack of knowledge when confronted with questions to which they do not know the answers and to seek correct answers from those in the organization who are informed. In this way you can retain the confidence of the customer while the inexperienced salesman is still undergoing training.

Training of your sales personnel, especially with respect to a knowledge of plants and their uses, constitutes a difficult problem. The great variety of plants found in garden centers, their many uses and the variations in assortments from one section of the country to another complicate the problem. For example, one whose experience has been confined to southern California would

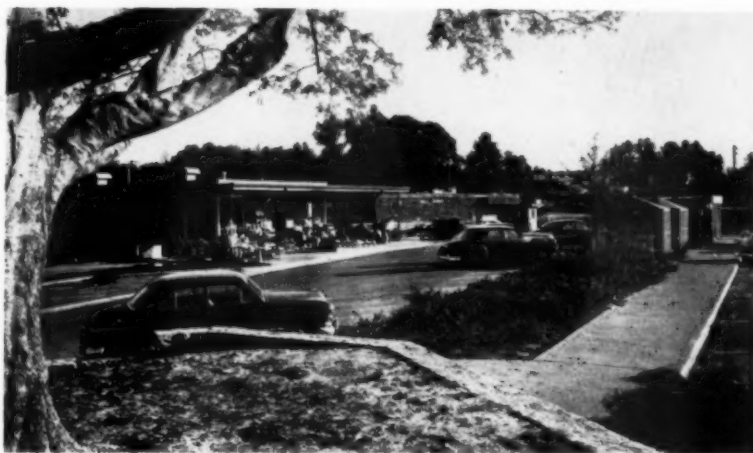
have to acquaint himself with a widely different assortment in New York, and the converse of this statement would also be true.

Educating the Salesman

Instruction on the part of the garden shop operator, assuming that he himself is well informed, would be the most logical way to educate the salesman. However, this might require more of the operator's time than he is free to give. The alternative is to encourage the salesman to educate himself, which he should be willing to do if he has a serious interest in his job. He should have a list of all the classes and varieties of plants on sale in the garden center and become so well acquainted with them that he can recognize them on sight. Many wholesale price lists now give descriptions of the plants offered for sale as well as their uses. These price lists constitute a valuable source of information for the salesman. Illustrated retail catalogs published in the area are also well worth studying and so are the beautifully illustrated plate books that are available from horticultural printers.

Salesmen should become familiar with some of the many books on gardening, a few titles of which might well be on sale in the garden store. They should also read regularly two or three of the better garden magazines to keep informed on the latest developments in gardening methods, gadgets and new varieties.

[Continued on page 74]



Well-landscaped grounds and extensive parking area at the garden center of the H. G. Hastings Co., Atlanta, Ga.

Indiana Summer Outing

By Donald L. Schuder

Members of the Indiana Association of Nurserymen assembled with their wives and families at Plymouth and South Bend on August 1 and 2. The meeting was a huge success with more than 226 nurserymen in attendance, the largest ever recorded for a summer meeting.

The meetings began on Wednesday morning at the Price Nurseries, one and a half miles north of Plymouth, Ind. According to Ray Price, the nursery is starting a 3-year expansion program, and the fine new garden center, which so favorably impressed everyone, is the first portion of the program. Although Ray likes to speak of his place as a "one-horse nursery" — and he has the horse to prove it — it surely is a misnomer, since the nursery stock and grounds are all well cared for.

During both the morning and afternoon, periodic tours were conducted from the top of a truck adequately supplied with chairs. From this vantage point the visiting nurserymen could fully appreciate the variety of stock, its excellent condition and the cleanliness of the nursery in general.

Demonstrations of commercial equipment were under the direction of Ralph P. Oyler, Wawasee Nursery, Syracuse, Ind., and were given in a large garage on the nursery because of rain. Seated in the garage area, the nurserymen watched the demonstration of equipment through the large double doors.

The nurserymen's wives were en-

tertained during the afternoon at tea given by Mrs. Ray Price in the Prices' beautiful new home, built on a small knoll overlooking the entire nursery.

On Wednesday evening, 153 of the nurserymen attended a banquet of fried chicken at the Plymouth Country Club, a short distance southwest of town. All the ladies in attendance received a corsage as they entered the club.

Dinner music was provided by Mrs. Tom Ducharme at the piano. Other entertainment consisted of a musical solo by Mrs. Norma Morgan, wife of a Price Nursery employee. Several interesting readings were given in a vivacious manner by Mrs. Francis Martindale, and the entertainment was concluded with the beautifully blended voices of Mr. and Mrs. Fred Norstrom.

Henry J. Schnitzius, president of the Indiana Association of Nurserymen, was as usual an excellent master of ceremonies.

A. A. N. Reports

Harold Bohling, Munster, one of the I. A. N. delegates to the A. A. N. convention in California, reported on the meetings. He mentioned the excellent work being done by the national association for the benefit of all nurserymen and noted that many Indiana nurserymen were not members of the A. A. N., a fact corroborated by Troy L. Bunch, Terre Haute, the other Indiana delegate. The delegates also reported that Robert Hobbs, Plainfield, was re-

-elected to the A. A. N. board of directors.

President Schnitzius noted the deaths of three I. A. N. members during the past few months: Henry Balcom, Kokomo; Ed Palmer, Indianapolis, and Victor Judson, Bristol.

On Thursday the members of the St. Joseph Valley Nurserymen's Association hosted the group, with headquarters at noon at the Schuell Nurseries northwest of South Bend on Portage road. During the morning the nurserymen visited 11 nurseries in the area whose exact location was shown on a map provided to those in attendance. During the day commercial equipment was again demonstrated at Schuell's.

At noon an excellent lunch was enjoyed by 177 nurserymen and their families in the spacious and shady gardens adjacent to the Schuell home and nursery. Words of welcome were extended to the group by Wayne Vaughan, president of the St. Joseph Valley Nurserymen's Association, and Franklin Schuell of the host nursery. Henry Schnitzius called upon Paul T. Ulman, assistant state entomologist, for a report on the insect situation in the state. Mr. Ulman told of the large acreages being treated with dieldrin by airplane to eradicate the Japanese beetle from the Kentland area and said that traps were being run in southern Indiana for the gypsy moth since an uninspected load of veneer logs was accidentally shipped into the area.

The executive committee of the I. A. N. in its meetings approved four firms for membership: The Dunes Nursery Co., Chesterton; Koehler Bros., Inc., Lafayette; Hensler Nursery, Hamlet, and the Goshen Nursery Co., Goshen.



Shown at the head table at the banquet of the Indiana Association of Nurserymen at Plymouth Country Club during the recent convention are, left to right, standing: Harold Bohling, A. A. N. delegate; W. E. Cunningham, I. A. N. vice-president; Mrs. H. J. Schnitzius; Henry J. Schnitzius, I. A. N. president; Ray Price, Price Nurseries; Mrs. Ray Price, and Dr. Kent Ellis, department of horticulture, Purdue University; seated: Prof. H. W. Gilbert, department of horticulture, Purdue University; Mrs. Troy L. Bunch; Troy L. Bunch, A. A. N. delegate and past president of the I. A. N.; Donald L. Schuder, executive secretary of the I. A. N.; Mrs. Donald L. Schuder; Franklin Schuell, Schuell Nurseries, and Mrs. Franklin Schuell.

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A triangular tent of 1½-mil polyethylene sheeting used to establish evergreen cuttings planted in the early summer. On the left are shown tents covering transplant beds under a lath house, and on the right a bed with tent cover removed to show a 100 per cent stand of Pfitzer cuttings.

Polyethylene in Plant Propagation

By J. P. Mahlstede

The production of nursery stock has during the past few years been facilitated by the development and application of practices and materials new to the nursery field. Through the knowledge of what the plant is, how it functions and how it responds to its environment, great strides have been made toward the production and handling of a quality plant product. The use of auxins, or plant growth regulators; the use of electronically and mechanically controlled intermittent mist units to root cuttings, and the application of polyethylene to the many phases of production have been new techniques for the plant propagator. However new these techniques and products are, all incorporate the basic principles governing plant growth and development.

Plant propagation may be simply defined as the reproduction or multiplication of plants, or more exactly as the perpetuation of a clone or progeny by either sexual or asexual means. The term would, at first sight, involve nothing but the methods and principles involved in rooting a cutting or germinating a seed. However, on closer inspection of the true definition, all practices and principles involved in the production of a salable plant should be considered a part of plant propagation. It

is from this approach that the topic of the use of polyethylene in plant propagation will be discussed.

How Polyethylene Works

In nature, the plant is protected from drying out by many mechanisms and substances. The best known substance is cutin, a mixture of waxlike materials which covers all aerial leaves and many stems. Being of a waxlike composition, this protecting layer is not readily permeable to water and protects the plant from excessive moisture loss. The transfer of gases, necessary for the processes of photosynthesis and respiration, occurs primarily in plants through stomata and to a lesser extent through the cuticle and lenticels. If chemists were to devise a synthetic plant cover to meet these requirements, it would have to be one that is totally moistureproof, but at the same time one that would allow gases to diffuse through. In addition, it should have no injurious effect on the plant and should be relatively strong, light and durable.

Recent advances in chemical technology have produced a material which possesses most of these qualities; namely, polyethylene. Polyethylene meets the two most important requirements for a plant covering; i.e., high resistance to the passage of moisture and low resistance to the passage of carbon dioxide and oxygen.

Chemically, polyethylene is a relative of common paraffin, a material

already used in many ways for moistureproofing, such as in the coating of rose canes and in the waxed papers used in bread wrappers and milk cartons. The similarity of the two substances can easily be observed from the whitish translucent appearance of both and the similar waxy feel. The moistureproof quality of polyethylene can also be seen in the way liquid water tends to roll off its surface, as water does off paraffin.

Although resistant to the passage of water, polyethylene is relatively permeable to the other components of air. This is difficult to demonstrate without laboratory apparatus, but tests indicate that both oxygen and carbon dioxide can move through sheets of the material at rates high enough to meet the requirements of packaged dormant woody plants.

Polyethylene, like paraffin, is chemically inert. It therefore has little effect on other materials and, in turn, is little affected by other substances. The practical meaning of this is that polyethylene has no injurious effects on plants. In addition, its inertness means that it is not affected by corrosive substances or rot organisms, and therefore is highly durable under ordinary nursery conditions.

The use of plastic has become so commonplace that we no longer look on it as a new product. We are sometimes amazed, however, at its versatility, for almost every day sees

Talk presented at the winter meeting of the Western Association of Nurserymen, at Kansas City, Mo., by J. P. Mahlstede, department of horticulture, Iowa State College, Ames.

the development in plastic of new tools or accessories that we have been accustomed to using in the form of steel, iron or rubber.

The development of small-diameter plastic pipe which has been put to use in transplant and greenhouse beds has greatly facilitated the application of water to crop plants. Large-diameter plastic pipe is being used more and has the advantage of being flexible, corrosion-proof and light. In the soil the danger of bursting and the development of leaks is minimized, since the pipe has the qualities of flexibility and expansion. Plastic pots and baskets are being used in greater quantities as growing and merchandising containers. Plastic labels and sprinkler heads, to mention but two items, are now commonplace in many greenhouses across the country.

Plastic films and sheeting have found wide use as soil fumigation covers and more recently as mulching material. In the Los Angeles area, strawberry growers are using polyethylene sheeting around the plants and have reported an 80 per cent reduction in losses due to rotting of the fruit, common when the berry is allowed to contact the ground during the harvesting period. Polyethylene film converted into bags has found its place as an ideal container for displaying and retailing a number of nursery products. Polyethylene extruded on kraft paper has eliminated the need for heavy water-carrying packing materials in many mail-order nursery shipments.

Use on Propagation Structures

In general, the primary concern of the plant propagator is the need to prevent or retard the loss of moisture from the seed, cutting, liner or transplant until such a time that it is established and growing. Since this can be accomplished by polyethylene, the application of this material in the field of propagation is limited only by one's imagination.

Probably the most spectacular application of polyethylene in the field of propagation has been the construction of plastic-covered greenhouses. In certain regions of the United States, particularly across the central belt, the use of this material has been rapidly spreading. Although the economics of the construction are not yet established, the initial cost, approximately 7 per cent of that required to construct a similar-size even-span greenhouse, is causing many operators to consider this type of construction. Use, of course, is of questionable merit in areas which experience seasons of freezing rain or

sleet or which have relatively high seasonal temperatures. It is known that polyethylene deteriorates slowly during the summer months as a result of the action of ultraviolet rays in the sun's spectrum. This slight deterioration, coupled with a noticeable stretching as a result of intensive heat, necessitates at the present time the replacement of the film each year.

In construction, these houses are quite similar to the conventional greenhouse, differing only by having a steeper angle or pitch to the roof and a less rigid framework. Two to 3-mil polyethylene is generally used to cover the house. Seams are fitted to sash bars by the use of either pressure-sensitive tape or lath. The use of a double layer of plastic, which provides an insulating dead-



Two-mil polyethylene sheeting used to cover a lath house. This structure is being used as a high temperature humidity house for forcing container-grown stock.

air space, has reduced heating costs in the early spring months to about half.

Unlike glass, polyethylene allows for the greater portion of the ultraviolet light end of the sun's spectrum to reach the plant material. It has been observed that less watering is required than in a conventional glass-house; the plants are greener and are stockier.

One particular outdoor rooting structure that has given good success is a modification of the Hancock frame, first described and used successfully by Leslie Hancock, Cooksville, Ont., Canada. This method, which permits the rooting of cuttings in a sandy soil medium, saves considerable expense by eliminating the potting-up step common to other

propagation techniques. The frame consists of a portable shell, three feet wide, 10 inches deep and 12 feet long, which has a 2x2-inch divider in the center. A series of beds may be arranged between recessed paths. Four to six inches of soil is sifted in the bottom of the bed so that a space of from seven to eight inches exists between the top of the soil surface and the cover. Rooting of the more easily rooted cutting types did not result with the inclusion of sand or the addition of a soil conditioner to the soil medium. Cuttings were prepared by leaving all the foliage intact, dipping the basal end in a good fungicide and applying enough water to the bed to saturate the sifted soil layer. It was necessary in our heavy soil to construct a spiked planting board, which was used not only to make and space the row, but also to permit the sticking of the relatively soft cuttings. Immediately after the frame had been filled, a polyethylene cover was secured over the top of the frame. The cuttings required no further attention until they were thoroughly rooted and the plastic cover was removed to harden off the cuttings. It must be pointed out that one factor which contributed greatly to our success was the placement of the beds under a pine tree canopy. If proper shade had not been furnished and sanitation practiced throughout the operation, losses would have been considerable.

Mist-equipped outdoor polyethylene-covered tents have proved successful in several sections of the country. Tents of this type require some shading, even if they are equipped with a mist line, electronically controlled, to keep the leaf surface of rooting cuttings moist. Here is displayed another property of polyethylene; it retains heat. If these beds were allowed to remain unshaded, even the cooling effect derived from the evaporation of moisture from the rooting medium and cuttings could do little to modify the high temperatures which would build up inside the structure. Polyethylene tents without a mist line, because of the intense heat buildup, must be heavily shaded, and therefore cuttings contained within cannot make full use of the sun's energy.

Greenhouse Rooting Beds

Various shaped polyethylene-covered structures have been gaining favor with nurserymen who are using the greenhouse for year-round production. Roger Coggeshall, propagator at the Arnold Arboretum, has

[Continued on page 84]

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Euonymus Fortunei Erectus
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Gardenia Fortunei
Ilex Cornuta Burfordi
Ilex Cornuta Femina
Ilex Crenata Convexa
Ilex Crenata Rotundifolia
Ilex Opaca East Palatka
(heavily sheared)
Ilex Vomitoria
(well sheared)
Pride of Houston
Jasminum floridum
Laurel Cherry
(well sheared)
Ligustrum Lucidum
(Black Wax)
Ligustrum Lucidum
(Griffing type)
Ligustrum Lucidum Nanum
Loropetalum Texanum
Magnolia Glauca
Magnolia Grandiflora
Magnolia Soulangeana
Magnolia Soulangeana Nigra
Nandina Domestica
Photinia Serrulata

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Arborvitae, Or. Berckmans
(Aurea Nana)
Arborvitae, Or. Blue Cone
(very compact)
Arborvitae, Or. Bonita
Arborvitae, Or. Bonita Golden
Arborvitae, Or. Excelsa
Arborvitae, Or. Fruitland
(Green Berckmans)

CONIFERS, cont.

Arborvitae, Or. Newark
Arborvitae, Occ. Globosa
Arborvitae, Occ. Nigra
(Dark Green)
Arborvitae, Occ. Pyramidalis
Cedrus Deodara
Juniper, Andorra
Juniperus Excelsa Stricta
Juniperus Fastigiata
Juniperus Glauca Hetzi
Juniperus Glauca Hetzi
(staked and sheared)
Juniperus Hibernica
(Irish)
Juniperus Pfitzeriana
Juniperus Pfitzeriana Aurea
Juniperus Pfitzeriana Compacta
Juniperus Sabina
Juniperus Sabina Vonehron
Juniperus Sabina Vonehron
(staked and sheared)
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Juniperus Sylvestris
(Chinensis Femina)
Juniperus Virginiana Burki
Juniperus Virginiana Canaerti
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COMING EVENTS

MEETING CALENDAR

September 10 to 12, Oregon Association of Nurserymen, convention, Gearhart, Ore.

September 12 and 13, Kansas Association of Nurserymen, Willis Nursery Co., Ottawa, Kan.

September 13 to 15, Louisiana State Nurserymen's Association, convention, Blackham Coliseum, Lafayette, La.

September 18 to 20, California Association of Nurserymen, Hoberg's resort, Hobergs, Calif.

September 27, Western Region, Pennsylvania Nurserymen's Association, fall meeting, Hotel Webster Hall, Pittsburgh, Pa.

October 19 to 21, Texas Rose Festival, Tyler, Tex.

October 20 to 22, Florida Nurserymen and Growers Association, annual trade show, Lido Biltmore hotel, Sarasota, Fla.

CALIFORNIA CONVENTION

The program for the 46th annual convention of the California Association of Nurserymen has been announced by Elmer J. Merz, executive secretary. The convention this year will be held September 18 to 20, at Hoberg's Resort, Hobergs, Calif.

The morning of September 18 will be given over to the reports of the president, executive secretary and various committees. There will also be a talk by Ernest Wertheim, on "Modern Retail Layout for Efficient and Profitable Operation." At lunch the keynote speaker will be John Paul Jones, president, John Paul Jones & Associates, talking on "Unbalanced Management." In the afternoon, Erwin H. Klaus, marketing director, Northrup-King & Co., will speak on "Sales Sense in Retailing." Group meetings and discussions will follow. A cocktail hour and dinner, with entertainment provided by the House brothers' quartet, will be followed by a travelogue, given by Arthur E. Navlet, with color pictures of flower shows in London, Holland and Rome, and of the Partiere Gardens in Germany.

September 19 has been set aside as play day, when those attending may relax or indulge in active outdoor sports including hiking, swimming, golf and tennis. Special programs have been planned for the ladies, and a baseball game is scheduled. There will be a special amateur show by C. A. N. chapter groups after dinner.

[Continued on page 21]



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* <i>ASPLENIUM trichomanes</i> (Maidenhair Spleenwort).....	33.00	18.00	
* <i>ATHYRIUM filix-femina</i> (Lady Fern).....	2.00	10.00	80.00
pycnocarpus (Narrow-Leaved Spleenwort).....	2.50	15.00	
thelypteris (Silvery Spleenwort).....	2.00	10.00	
* <i>CAMPTOSORUS rhizophyllus</i> (Walking Fern).....	2.50	15.00	
* <i>CYSTOPTERIS bulbifera</i> (Berry Bladder Fern).....	2.00	10.00	80.00
* <i>DENNSTAEDTIA punctilobula</i> (Hay-scented Fern).....	2.00	10.00	80.00
* <i>DENNSTAEDTIA punctilobula</i> square foot sods.....	4.50	35.00	250.00
<i>DRYOPTERIS cicutaria</i> (Clinton Wood Fern).....	2.50	15.00	
crataegus (Crested Wood Fern).....	2.50	10.00	90.00
* <i>disjuncta</i> (Oak Fern).....	2.50	15.00	
goldiana (Goldie Wood Fern).....	3.00	20.00	
* <i>hexagonoptera</i> (Broad Beech Fern).....	3.00	20.00	
* <i>marginalis</i> (Leather Wood Fern).....	2.00	10.00	80.00
* <i>noveboracensis</i> (New York Fern).....	2.00	10.00	80.00
* <i>phlegopteris</i> (Narrow Beech Fern).....	2.00	10.00	80.00
* <i>spinulosa</i> (Toothed Wood Fern).....	2.00	10.00	80.00
thelypteris (Marsh Fern).....	2.00	10.00	
* <i>ONOCLEA sensibilis</i> (Sensitive Fern).....	2.00	10.00	80.00
* <i>OSMUNDA cinnamomea</i> (Cinnamon Fern).....	2.50	12.00	100.00
* <i>claytoniana</i> (Interrupted Fern).....	2.50	12.00	100.00
regalis (Royal Fern).....	2.50	12.00	100.00
* <i>POLYPODIUM vulgare</i> (Common Polypody) sods.....	2.00	10.00	80.00
* <i>POLYSTICHUM acrostichoides</i> (Christmas Fern).....	2.00	10.00	80.00
* <i>POLYSTICHUM braunii</i> (Braun Holly Fern).....	4.00		
* <i>PTERIS nodulosa</i> (Ostrich Fern).....	2.50	10.00	80.00
* <i>PTERIDIUM aquilinum</i> (Bracken).....	2.50	12.00	100.00
* <i>WOODSIA ilvensis</i> (Rusty Woodsia).....	2.50	16.00	
* <i>WOODSIA obtusa</i> (Common Woodsia).....	2.50	16.00	
* <i>WOODWARDIA virginica</i> (Virginia Chain Fern).....	2.00	10.00	80.00

HARDY NATIVE ORCHIDS

	Per 12	Per 100	Per 1000
<i>CALOPOGON pulchellus</i> (Grass Pink Orchid).....	\$3.00	\$20.00	
<i>CYPripedium acaule</i> (Pink Lady's-slipper), large flowering plants.....	2.50	15.00	\$120.00
2 to 4-crown clumps.....	5.00	40.00	
<i>pubescens</i> (Common Yellow Lady's-slipper), 1-crown plants.....	3.00	20.00	180.00
clumps with 2 to 3 crowns.....	7.00	50.00	
4 to 8 flowering crown clumps.....	12.00	90.00	
<i>reginae</i> (spectabile) (Showy Lady's-slipper), 1-crown plants.....	3.00	20.00	180.00
clumps with 2 to 3 crowns.....	7.00	50.00	
4 to 8 flowering crown clumps.....	12.00	100.00	
<i>GOODYERA pubescens</i> (Downy Rattlesnake Plantain).....	3.50	20.00	
<i>HABENARIA ciliaris</i> (Yellow Fringe Orchid).....	5.00	35.00	
imbriata (Large Purple Fringe Orchid).....	5.00	35.00	
lacera (Green Fringe Orchid).....	3.50	25.00	
psycodes (Small Purple Fringe Orchid).....	4.00	30.00	
<i>ORCHIS spectabilis</i> (Showy Orchid).....	4.00	30.00	
<i>POGONIA ophioglossoides</i> (Rose Pogonia).....	3.00	20.00	
<i>SPIRANTHES cernua</i> (Nodding Lady's-tresses).....	3.50		

HARDY NATIVE LILIES AND BULBOUS PLANTS

	Per 12	Per 100	Per 1000
<i>ARISAEMA triphyllum</i> (Indian Jack-in-the-Pulpit).....	\$2.00	\$10.00	\$ 80.00
* <i>CONVALLARIA majalis</i> (Lily of the Valley), sods.....	3.00	20.00	
* <i>DICENTRA canadensis</i> (Squirrel Corn).....	2.50	12.00	
* <i>acicularis</i> (Dutchman's-breeches).....	2.50	12.00	
* <i>ERYTHRONIUM americanum</i> (Common Fawn Lily).....	2.00	10.00	80.00
<i>LILIU canadense</i> (Canada Lily), extra-large.....	5.00	35.00	
first size.....	2.50	15.00	120.00
second size.....	1.50	10.00	90.00
flavum (Yellow Canada Lily).....	2.50	15.00	120.00
* <i>philadelphicum</i> (Wood Lily), extra-large.....	4.00	30.00	
first size.....	2.50	15.00	
second size.....	2.00	10.00	
superbum (Turk's-cap Lily), extra-large.....	6.00	40.00	
strong selected first size.....	3.00	15.00	140.00
medium first size.....	2.50	12.00	100.00
tigrinum (Tiger Lily).....	2.50	15.00	
<i>MERTENSIA virginica</i> (Virginia Bluebells), mammoth roots.....	3.50	25.00	
strong first size.....	3.00	20.00	150.00
medium flowering size.....	2.00	10.00	90.00

LILIES AND BULBOUS PLANTS, Contd.

	Per 12	Per 100	Per 1000
* <i>SANGUINARIA canadensis</i> (Bloodroot), first size.....	\$2.00	\$10.00	\$ 80.00
* <i>TRILLIUM erectum</i> (Purple Trillium), first size.....	1.50	9.00	80.00
* <i>grandiflorum</i> (Snow Trillium), first size.....	1.50	9.00	70.00
sessile (Red Toad Trillium).....	2.00	12.00	
sessile luteum (Yellow Trillium), first size.....	2.00	12.00	
* <i>stytosum</i> (Rose Trillium), first size.....	2.00	12.00	
* <i>undulatum</i> (Painted Trillium), first size.....	1.50	10.00	80.00

HARDY NATIVE AQUATIC AND BOG PLANTS

	Per 12	Per 100	Per 1000
<i>ACORUS calamus</i> (Drug Sweet Flag).....	\$2.50	\$15.00	
<i>ASCEPIAS incarnata</i> (Swamp Milkweed).....	2.50	15.00	
<i>CALLA palustris</i> (Wild Calla).....	2.00	12.00	\$100.00
<i>CALTHA palustris</i> (Common Marsh Marigold).....	2.00	10.00	80.00
<i>CHELONE glabra</i> (White Turtlehead).....	2.50	12.00	
<i>IRIS prismatica</i> (Cubeseed Iris).....	2.50	15.00	
<i>IRIS versicolor</i> (Blue Flag Iris).....	2.00	12.00	100.00
<i>MIMULUS ringens</i> (Allegheny Monkey Flower).....	3.00	20.00	
<i>NUPHAR advena</i> (Spatterdock Cow Lily).....	3.00	18.00	
<i>NYMPHAEA odorata</i> (American Water Lily).....	3.00	18.00	
<i>PONTERERIA cordata</i> (Pickersweed).....	2.50	15.00	
<i>SAGITTARIA latifolia</i> (Common Arrowhead).....	2.50	15.00	120.00
<i>SARRACENIA purpurea</i> (Common Pitcher Plant).....	2.50	15.00	
<i>THALICTRUM polygamum</i> (Tall Meadow Rue).....	2.50	15.00	120.00
<i>TYPHA latifolia</i> (Common Cattail).....	2.50	15.00	

HARDY NATIVE WILD FLOWERS AND GROUND COVER PLANTS

	Per 12	Per 100	Per 1000
* <i>ACTAEA alba</i> (White Baneberry).....	\$2.50	\$15.00	
* <i>ACTAEA rubra</i> (Red Baneberry).....	2.50	15.00	
<i>ANEMONE cylindrica</i> (Candle Anemone).....	3.00	15.00	
<i>ANEMONE quinquefolia</i> (American Wood Anemone).....	2.50	12.00	\$100.00
* <i>ANEMONELLA thalictroides</i> (Anemonella).....	2.50	15.00	
* <i>AQUILEGIA canadensis</i> (American Columbine).....	2.50	12.00	100.00
<i>ARALIA hispida</i> (Bristly Aralia).....	2.50	12.00	
<i>ARALIA nudicaulis</i> (Wild Sarsaparilla).....	2.50	12.00	
* <i>ASARUM canadense</i> (Canada Wild Ginger).....	2.50	12.00	100.00
<i>ASCEPIAS tuberosa</i> (Butterfly Milkweed).....	2.50	15.00	
<i>ASTER ericoides</i> (Heath Aster).....	2.50	15.00	
<i>ASTER linariifolius</i> (Savory-Leaved Aster).....	2.50	15.00	
<i>ASTER novae-angliae</i> (New England Aster).....	2.50	15.00	
<i>ASTER novibergii</i> (New York Aster).....	2.50	15.00	
<i>BAPTISIA tinctoria</i> (Yellow Wild Indigo).....	3.00	20.00	
<i>CAULOPHYLLUM thalictroides</i> (Blue Cohosh).....	2.50	15.00	
* <i>CHIMAPHILA umbellata</i> (Common Pipsissewa).....	2.50	15.00	
* <i>CHIMAPHILA hispida</i> (Creeping Pearlberry).....	3.00	20.00	
<i>CIMICIFUGA racemosa</i> (Cohosh Bugbane).....	3.00	18.00	
<i>CLINTONIA borealis</i> (Yellow Beadlily).....	2.50	15.00	
* <i>COTIS trilobis</i> (Alaska Goldthread), sods.....	2.50	15.00	120.00
* <i>CORNUS canadensis</i> (Bunchberry Dogwood), 4-in. sods.....	3.00	18.00	
(Bunchberry Dogwood), strong roots.....	2.00	12.00	100.00
<i>CORYDALIS sempervirens</i> (Pale Corydalis).....	2.50	15.00	
* <i>DALBARDA repens</i> (Starviolet Dalibarda), sods.....	3.00	18.00	
* <i>DODECATHEON meadia</i> (Common Shooting Star).....	2.50	16.00	
<i>EPIGEA repens</i> (Trailing Arbutus), with ball.....	3.50	25.00	
<i>EPIGEA repens</i> (Trailing Arbutus), large sods.....	5.00	35.00	
<i>EPILOBIUM angustifolium</i> (Fireweed).....	3.00	20.00	
<i>EUPATORIUM perfoliatum</i> (Bonaset).....	3.00	15.00	120.00
purpureum (Bluestem Joe-Pye Weed).....	3.00	15.00	120.00
rupestris (White Snakeroot).....	3.00	18.00	150.00
<i>GALAX aphylla</i> (Galax).....	6.00	40.00	
* <i>GAULTHERIA procumbens</i> (Checkerberry Wintergreen), sods.....	2.50	15.00	120.00
<i>GENTIANA andrewsii</i> (Andrews' Gentian).....	3.00	20.00	
<i>GENTIANA linearis</i> (Narrow Leaved Gentian).....	4.00	25.00	
* <i>GERANIUM maculatum</i> (Spotted Geranium).....	2.50	12.00	
* <i>GERANIUM robertianum</i> (Herb Robert Geranium).....	3.00	15.00	
* <i>GEOMA hederacea</i> (Ground Ivy).....	2.50	15.00	120.00
<i>HEMEROCALLIS fulva</i> (Tawny Day Lily).....	2.50	15.00	120.00
* <i>HEPATICA acutiloba</i> (Sharplobe Hepatica) 1 or 2-bud plants.....	2.50	12.00	100.00
3 to 6-bud plants.....	3.00	20.00	160.00
* <i>americana</i> (Roundlobe Hepatica) 1 or 2-bud plants.....	2.50	12.00	100.00
3 to 6-bud plants.....	3.00	20.00	160.00
* <i>HOUSTONIA caerulea</i> (Common Bluebells), sods.....	2.50	12.00	100.00
* <i>IRIS cristata</i> (Crested Iris).....	3.00	20.00	
<i>LESPEDEZA capitata</i> (Roundhead Lespedeza).....	2.50	15.00	
<i>LIATRIS pycnostachya</i> (Kansas Gay-feather).....	2.50	15.00	
<i>LIATRIS scariosa</i> (Tall Gay-feather).....	2.50	15.00	

FALL, 1956—WHOLESALE PRICE LIST—SPRING, 1957—ISAAC LANGLEY WILLIAMS

WILD FLOWERS AND GROUND COVER PLANTS, Contd.

	Per 12	Per 100	Per 1000
<i>LINARIA vulgaris</i> (Butter-and-eggs Toadflax)	\$3.00	\$15.00	
* <i>LINUM catharticum</i> (American Tansy)	3.00	20.00	\$150.00
<i>LOBELIA cardinalis</i> (Cardinal Flower), large medium flowering size	2.50	12.00	100.00
<i>LYCHNIS flos-cuculi</i> (Ragged Robin)	2.50	10.00	
<i>LYCOPodium complanatum</i> (Ground Cedar)	2.50	12.00	\$100.00
<i>obscurum</i> (Ground Pine)	2.50	15.00	120.00
* <i>LYSIMACHIA nummularia</i> (Moneywort), sods	2.50	15.00	120.00
<i>LYTHRUM salicaria</i> (Purple Lythrum)	2.50	15.00	
* <i>MAIANthemum canadense</i> (Canada Beadruby), sods	2.50	12.00	100.00
* <i>MEDEOLA virginiana</i> (Cucumber-Root Medeola)	3.00	20.00	
<i>MENTHA spicata</i> (Spear-mint)	2.50	12.00	100.00
* <i>MITCHELLA repens</i> (Partridgeberry), sods	2.50	12.00	100.00
<i>MITELLA diphylla</i> (Common Miterwort)	3.00	20.00	
<i>MONARDA fistulosa</i> (Wild Bergamot Bee Balm)	2.50		
* <i>PEDICULARIS canadensis</i> (Early Pedicularis)	2.50	15.00	
* <i>PHLOX divaricata</i> (Sweetwilliam Phlox), clumps	2.50	15.00	120.00
<i>PODOPHYLLUM peltatum</i> (Common May Apple)	3.00	15.00	120.00
<i>POLYGALA pauciflora</i> (Fringed Polygala), sods	3.00	20.00	
* <i>POLYGONATUM biflorum</i> (Small Solomon's-seal)	2.50	12.00	100.00
<i>POLYGONATUM commutatum</i> (Great Solomon's-seal)	3.00	20.00	
* <i>POTENTILLA tridentata</i> (Wineleaf Cinquefoil), sods	3.00	20.00	150.00
* <i>PYROLA americana</i> (American Pyrola)	2.50	15.00	
* <i>chlorantha</i> (Green Pyrola)	2.50	15.00	
* <i>elliptica</i> (Waxflower Pyrola)	2.50	15.00	
<i>RUDBECKIA hirta</i> (Black-eyed Susan)	2.50	12.00	100.00
<i>SANGUISORBA canadensis</i> (American Burnet)	3.00	18.00	
<i>SAPONARIA officinalis</i> (Bouncing Bet)	2.50	15.00	
<i>SAXIFRAGA pennsylvanica</i> (Pennsylvania Saxifrage)	2.50	12.00	
<i>SAXIFRAGA virginiana</i> (Virginia Saxifrage)	2.50	12.00	
<i>SHORTIA galacifolia</i> (Oconee-bells)	7.00	50.00	
<i>SISYRINCHIUM angustifolium</i> (Common Blue-eyed Grass)	3.00	20.00	
<i>SMILACINA racemosa</i> (Feather Solomon's-plume)	2.50	12.00	100.00
<i>SOLIDAGO sempervirens</i> (Seaside Goldenrod)	2.50	15.00	
* <i>TIARELLA cordifolia</i> (Allegheny Foamflower)	2.50	12.00	100.00
<i>TRADESCANTIA virginiana</i> (Virginia Spiderwort)	2.50	10.00	80.00
<i>TRENTALIS borealis</i> (American Starflower)	2.50	15.00	
* <i>UVULARIA perfoliata</i> (Wood Merrybells)	3.00	20.00	
<i>sessifolia</i> (Little Merrybells)	2.50	12.00	
* <i>VERONICA officinalis</i> (Drug Speedwell)	2.00	10.00	80.00
* <i>VINCA minor</i> (Common Periwinkle), clumps	2.50	10.00	90.00
<i>VIOLA blanda</i> (Sweet White Violet)	2.00	12.00	100.00
* <i>canadensis</i> (Canada Violet)	3.00	20.00	
<i>erucifolia</i> (Bog-bee Violet)	2.00	12.00	100.00
* <i>ericarpha</i> (Woolpod Violet)	2.00	12.00	100.00
* <i>imbricula</i> (Fringed Violet)	2.00	12.00	100.00
* <i>lanceolata</i> (Lanceolate Violet)	2.00	12.00	100.00
* <i>pedata lineariloba</i> (Lilac Bird's-foot Violet), strong plants	2.50	15.00	120.00
* <i>pedata</i> (bicolor), (Two-color Bird's-foot Violet) strong plants	2.50	15.00	120.00
* <i>pubescens</i> (Downy Violet)	2.00	12.00	100.00
* <i>rotundifolia</i> (Roundleaf Violet)	2.00	12.00	100.00

HARDY NATIVE EVERGREENS
Collected

All evergreens will be carefully collected and well packed to reach you in good condition.

	Per 10	Per 100	Per 1000
<i>ABIES balsamea</i> (Balsam Fir)			
4 to 8 ins.		\$ 4.00	\$ 30.00
8 to 12 ins.		5.00	60.00
12 to 18 ins.	\$ 2.50	20.00	
18 to 24 ins.	4.00	30.00	
<i>CHAMAECYPARIS thyoides</i> (White Cedar False-cypress)			
6 to 12 ins.		5.00	40.00
1 to 2 ft.		10.00	80.00
2 to 3 ft.	4.00	30.00	
3 to 4 ft.	6.00	50.00	
<i>JUNIPERUS communis depressa</i> (Oldfield Common Juniper)			
4 to 8 ins.		8.00	70.00
8 to 12 ins.	2.00	12.00	100.00
12 to 18 ins., B&B	20.00	150.00	
18 to 24 ins., B&B	25.00	200.00	
2 to 3 ft., B&B	30.00	250.00	
<i>JUNIPERUS virginiana</i> (Eastern Red Cedar)			
4 to 8 ins.		8.00	
8 to 12 ins.		12.00	
<i>PICEA rubens</i> (Red Spruce)			
4 to 8 ins.		8.00	
8 to 12 ins.		10.00	
12 to 18 ins.	2.50	20.00	
18 to 24 ins.	4.00	30.00	
<i>PINUS strobus</i> (White Pine)			
3 to 4 ft., B&B	30.00	250.00	
4 to 5 ft., B&B	35.00	300.00	
5 to 6 ft., B&B	40.00	350.00	
<i>TAXUS canadensis</i> (Canada Yew)			
6 to 18 ins. in rooted layers		8.00	70.00
<i>THUJA occidentalis</i> (Eastern Arborvitae)			
3 to 6 ins.		3.00	20.00
6 to 12 ins.		6.00	50.00
12 to 18 ins.	2.50	15.00	120.00
18 to 24 ins.	4.00	30.00	
<i>TSUGA canadensis</i> (Canada Hemlock)			
6 to 9 ins.		4.00	20.00
9 to 12 ins.		6.00	45.00
12 to 18 ins.		9.00	70.00
18 to 24 ins.	4.00	30.00	

HARDY NATIVE TREES
AND SHRUBS
Collected

	Per 10	Per 100	Per 1000
<i>ACER pensylvanicum</i> (Striped Maple)			
6 to 12 ins.		\$ 10.00	
1 to 2 ft.		15.00	
2 to 4 ft.		30.00	
<i>rubrum</i> (Red Maple)			
1 to 2 ft.		7.00	\$ 60.00
2 to 3 ft.		10.00	90.00
3 to 4 ft.		15.00	120.00
4 to 6 ft.		40.00	
6 to 8 ft.		90.00	
8 to 10 ft., 3/4 to 1 -in. cal.	\$ 12.00	250.00	
10 to 12 ft., 1 to 1 1/2 -in. cal.	30.00	250.00	
10 to 14 ft., 1 1/4 to 1 1/2 -in. cal.	40.00	350.00	
12 to 15 ft., 1 1/2 to 2 -in. cal.	60.00	500.00	
14 to 16 ft., 1 3/4 to 2 -in. cal.	70.00	600.00	
14 to 18 ft., 2 to 2 1/2 -in. cal.	90.00	800.00	
16 to 20 ft., 2 1/2 to 3 -in. cal.	120.00	1100.00	
16 to 22 ft., 3 to 3 1/2 -in. cal.	220.00	2000.00	
20 to 25 ft., 3 1/2 to 4 -in. cal.	300.00		
<i>saccharum</i> (Sugar Maple)			
1 to 2 ft.		7.00	60.00
2 to 3 ft.		12.00	100.00
3 to 4 ft.		30.00	250.00
4 to 6 ft.		60.00	500.00
6 to 8 ft.		16.00	125.00
8 to 10 ft., 3/4 to 1 -in. cal.	25.00	200.00	
10 to 12 ft., 1 to 1 1/4 -in. cal.	30.00	250.00	
10 to 14 ft., 1 1/4 to 1 1/2 -in. cal.	40.00	350.00	
12 to 15 ft., 1 1/2 to 2 -in. cal.	60.00	500.00	
14 to 16 ft., 1 3/4 to 2 -in. cal.	70.00	600.00	
14 to 18 ft., 2 to 2 1/2 -in. cal.	90.00	800.00	
16 to 20 ft., 2 1/2 to 3 -in. cal.	120.00	1100.00	
16 to 22 ft., 3 to 3 1/2 -in. cal.	220.00	2000.00	
20 to 25 ft., 3 1/2 to 4 -in. cal.	300.00		
<i>spicatum</i> (Mountain Maple)			
1 to 3 ft.		25.00	
<i>ALNUS rugosa</i> (Hazel Alder)			
2 to 3 ft., clumps	4.00	35.00	
3 to 4 ft., clumps	6.00	50.00	
<i>AMELANCHIER canadensis</i> (Shadblow Serviceberry)			
1 to 3 ft.		25.00	
2 to 3 ft., clumps	8.00		
3 to 4 ft., clumps	10.00		
<i>BETULA lenta</i> (Sweet Birch)			
1 to 2 ft.		6.00	50.00
2 to 3 ft.		8.00	70.00
3 to 4 ft.	3.00	20.00	
4 to 6 ft.	5.00	35.00	
6 to 8 ft.	10.00	80.00	
6 to 10 ft.	15.00	120.00	
<i>lutea</i> (Yellow Birch)			
1 to 2 ft.		6.00	50.00
2 to 3 ft.		8.00	70.00
3 to 4 ft.	3.00	20.00	
4 to 6 ft.	5.00	35.00	
6 to 8 ft.	10.00	80.00	
8 to 10 ft.	15.00	120.00	
<i>papyrifera</i> (Paper Birch)			
6 to 12 ins.		6.00	50.00
1 to 2 ft.		8.00	70.00
2 to 3 ft.		12.00	100.00
3 to 4 ft.	3.50	25.00	200.00
4 to 6 ft.	5.00	40.00	350.00
6 to 8 ft.	10.00	80.00	
8 to 10 ft.	15.00	120.00	
10 to 12 ft.	25.00	200.00	
12 to 14 ft.	40.00	300.00	
4 to 6 ft., clumps, 3 stems and up, B. R.	30.00		
6 to 8 ft., clumps, 3 stems and up, B. R.	40.00		
6 to 8 ft., clumps, B&B	60.00		
8 to 10 ft., clumps, 3 stems and up, B. R.	70.00		
8 to 10 ft., clumps, 3 stems and up, B&B	90.00		
10 to 12 ft., clumps, 3 stems and up, B&B	150.00		
12 to 14 ft., clumps, 3 stems and up, B&B	250.00		
14 to 18 ft., clumps, 3 stems and up, B&B	450.00		
<i>populifolia</i> (American White, or Gray Birch)			
1 to 2 ft.		5.00	40.00
2 to 3 ft.		6.00	50.00
3 to 4 ft.	3.00	15.00	125.00
4 to 6 ft.	5.00	35.00	
6 to 8 ft.	8.00	70.00	
4 to 6 ft., clumps, 3 stems and up, B. R.	25.00	200.00	
4 to 6 ft., clumps, 3 stems and up, B&B	35.00	300.00	
6 to 8 ft., clumps, 3 stems and up, B. R.	35.00	250.00	
6 to 8 ft., clumps, 3 stems and up, B&B	45.00	400.00	
8 to 10 ft., clumps, 3 stems and up, B. R.	50.00	400.00	
8 to 10 ft., clumps, 3 stems and up, B&B	65.00	600.00	
10 to 12 ft., clumps, 3 stems and up, B&B	90.00	800.00	
<i>CARPINUS caroliniana</i> (American Hornbeam)			
1 to 2 ft.		12.00	100.00
2 to 4 ft.	4.00	35.00	
4 to 6 ft.	7.00	60.00	
<i>CARYA (Hicoria) ovata</i> (Shagbark Hickory)			
1 to 3 ft.	5.00	40.00	
3 to 5 ft.	8.00	75.00	
<i>CHAMAEDAPHNE calyculata</i> (Leather Leaf)			
6 to 18 ins.		8.00	70.00
6 to 18 ins., clumps	6.00	50.00	

PRICE LIST CONTINUED ON PAGE 20

FALL, 1956—WHOLESALE PRICE LIST—SPRING, 1957—ISAAC LANGLEY WILLIAMS

HARDY NATIVE TREES AND SHRUBS, Collected, Contd.

	Per 10	Per 100	Per 1000		Per 10	Per 100	Per 1000
CLETHRA alnifolia (Summer Sweet Clethra)				RHODODENDRON carolinianum (Carolina Rhododendron)			
6 to 18 ins.		\$ 3.00	\$ 25.00	6 to 12 ins.	\$ 3.00	\$ 25.00	
12 to 18 ins., clumps, heavy		4.00	35.00	canadense (Rhodora)			
18 to 24 ins., clumps, heavy		6.00	50.00	1 to 3 ft.		15.00	\$120.00
2 to 3 ft., clumps, heavy		8.00	70.00	12 to 18 ins., clumps, B&B		20.00	
3 to 4 ft., clumps, heavy		15.00	125.00	18 to 24 ins., clumps, B&B		25.00	
4 to 5 ft., clumps, heavy				catawbiense (Catawba Rhododendron)		3.00	25.00 200.00
COMPTONIA asplenifolia (Sweet Fern)				maximum (Rosebay Rhododendron)		3.00	20.00 180.00
6 to 18 ins.		10.00	80.00	6 to 12 ins.			
18 to 24 ins., clumps		4.00	30.00				
sq. ft. sods		45.00	400.00	RHUS copallina (Flameleaf Sumac)		25.00	
CORNUS alternifolia (Pagoda Dogwood)				1 to 3 ft.			
1 to 2 ft.		20.00		glabra (Smooth Sumac)		7.00	60.00
2 to 4 ft.		6.00	50.00	1 to 2 ft.		10.00	90.00
florida (Flowering Dogwood)				2 to 3 ft.		25.00	
1 to 2 ft.		20.00		3 to 4 ft., stocky			
2 to 3 ft.		6.00	50.00	typhina (Staghorn Sumac)			
3 to 4 ft.		9.00	80.00	6 to 12 ins.		5.00	40.00
4 to 6 ft.		12.00	100.00	1 to 2 ft.		6.00	50.00
6 to 8 ft.		20.00	150.00	2 to 3 ft.		12.00	100.00
8 to 10 ft.		30.00	250.00	3 to 4 ft., branched		25.00	
racemosa (Gray Dogwood)				RUBUS odoratus (Fragrant Thimbleberry)			
1 to 2 ft.		12.00	100.00	1 to 3 ft.		30.00	
2 to 3 ft., clumps		6.00	50.00	SAMBUCUS canadensis (American Elder)		15.00	120.00
3 to 4 ft., clumps		8.00	70.00	2 to 3 ft.			
CORYLUS americana (American Filbert)				SORBUS americana (American Mountain Ash)		4.00	35.00
2 to 3 ft., clumps		6.00		6 to 18 ins.		10.00	80.00
3 to 4 ft., clumps		8.00		4 to 6 ft.			
cornuta (Beaked Filbert)				SPIRAEA latifolia (Broad-leaved Meadowsweet Spiraea)		5.00	40.00
2 to 4 ft., clumps		8.00		2 to 3 ft., clumps		5.00	40.00
CRATAEGUS intricata (Thicket Hawthorne)				tomentosa (Hardhack Spiraea)			
1 to 3 ft.		50.00		2 to 3 ft., clumps			
DIERVILLA lonicera (Dwarf Bush Honeysuckle)		7.00	60.00	SYRINGA vulgaris (Common Lilac)		2.00	7.00 60.00
DIRCA palustris (Atlantic Leatherwood)				2 to 3 ft.		12.00	100.00
6 to 12 ins.		15.00		VACCINIUM angustifolium (pensylvanicum)			
1 to 2 ft.		3.00	25.00	(Lowbush Blueberry)			
2 to 3 ft., branched		6.00	50.00	6 to 12 ins.		5.00	12.00 100.00
FAGUS grandifolia (American Beech)				sq. ft. sods		40.00	300.00
6 to 12 ins.		6.00	50.00	corymbosum (Highbush Blueberry)			
1 to 2 ft.		8.00	70.00	6 to 12 ins.		10.00	80.00
2 to 4 ft.		5.00	40.00	18 to 24 ins., clumps		12.00	100.00
4 to 6 ft.		8.00	75.00	2 to 3 ft., heavy clumps		17.00	150.00
FRAXINUS americana (White Ash)				3 to 4 ft., heavy clumps		30.00	200.00
1 to 2 ft.		6.00	50.00	4 to 5 ft., heavy clumps			
GAYLUSSACIA baccata (Black Huckleberry)				VIBURNUM acerifolium (Maple-leaved Viburnum)			
6 to 18 ins.		10.00	90.00	6 to 18 ins.		12.00	100.00
sq. ft. sods		6.00	45.00 400.00	2 to 3 ft., clumps		6.00	50.00
HAMAMELIS virginiana (Common Witch Hazel)				3 to 4 ft., clumps		8.00	70.00
6 to 18 ins.		15.00		alnifolium (Hobblebush Viburnum)			
2 to 3 ft., clumps		5.00	40.00	1 to 3 ft.		15.00	
3 to 4 ft., clumps		7.00	60.00	2 to 3 ft., clumps		7.00	60.00
4 to 6 ft., clumps		8.00	75.00	cassinoides (Witte Rod Viburnum)			
ILEX verticillata (Common Winterberry)				1 to 2 ft.		9.00	80.00
1 to 2 ft.		12.00	100.00	12 to 18 ins., clumps		3.00	25.00 225.00
18 to 24 ins., clumps		5.00	35.00	18 to 24 ins., clumps		4.00	30.00
2 to 3 ft., clumps		6.00	50.00	2 to 3 ft., clumps		6.00	50.00
3 to 4 ft., clumps		7.00	60.00	3 to 4 ft., clumps		8.00	70.00
4 to 6 ft., clumps		10.00	90.00	4 to 5 ft., clumps		12.00	100.00
KALMIA angustifolia (Lambkill Kalmia)				dentatum (Arrow-wood Viburnum)			
6 to 18 ins.		12.00	100.00	1 to 2 ft.		8.00	70.00
sq. ft. sods		5.00	40.00 350.00	2 to 3 ft., clumps		5.00	40.00
latifolia (Mountain Laurel Kalmia)				3 to 4 ft., clumps		7.00	60.00
6 to 12 ins.		3.00	20.00 180.00	4 to 5 ft., clumps		9.00	70.00
polifolia (Bog Kalmia)		6.00	50.00	lentago (Nannyberry Viburnum)			
LINDERA benzoin (Common Spicebush)				1 to 2 ft.		12.00	100.00
1 to 2 ft.		10.00		2 to 3 ft., clumps		5.00	40.00
2 to 4 ft., clumps		6.00	50.00	3 to 4 ft., clumps		6.00	50.00
MYRICIA gale (Sweet Gale, Bay Rum)				4 to 5 ft., clumps		8.00	70.00
1 to 3 ft.		12.00	100.00	5 to 7 ft., clumps		10.00	90.00
2 to 3 ft., clumps		8.00	70.00				
NEMOPANTHUS mucronata (Mountain Holly)				NURSERY-GROWN STOCK			
1 to 3 ft.		20.00		Evergreen Transplants			
2 to 3 ft., clumps		9.00					
3 to 4 ft., clumps		12.00		ABIES balsamea (Balsam Fir)		Per 100	Per 1000
NYSSA sylvatica (Black Tupelo)				4 to 8 ins., transplants, 2-2		\$15.00	\$120.00
1 to 2 ft.		5.00	40.00	TSUGA canadensis (Canada Hemlock)			
OSTRYA virginiana (American Hop Hornbeam)				8 to 12 ins., transplants, 2-2		25.00	200.00
6 to 18 ins.		12.00	100.00	4 to 8 ins., transplants, 2-2		16.00	150.00
1 1/2 to 3 ft.		2.50	20.00 150.00				
3 to 5 ft.		6.00	50.00	HARDY NATIVE VINES			
5 to 7 ft.		10.00	80.00	Collected			
POTENTILLA fruticosa (Bush Cinquefoil)							
1 to 2 ft.		25.00		APIOS (tuberosa) americana		Per 12	Per 100
PRUNUS pensylvanica (Pin Cherry)				(American Potato Bean)		\$ 2.00	\$ 8.00
1 to 2 ft.		7.00	60.00	ARCTOSTAPHYLOS uva-ursi (Bearberry)			
2 to 3 ft.		8.00	70.00	8 ins.; sods		15.00	100.00
3 to 4 ft.		10.00	90.00	CELASTRUS scandens (American Bittersweet)			
4 to 6 ft.		4.00	30.00 250.00	6 to 18 ins.		2.50	9.00
6 to 8 ft.		7.00	60.00	1 1/2 to 3 ft.		3.00	15.00
virginiana (Common Chokecherry)				3 to 4 ft.			20.00
1 to 3 ft.		10.00	90.00	CLEMATIS virginiana (Virgin's-Bower),			
3 to 5 ft.		25.00		large		3.00	20.00
QUERCUS borealis (Northern Red Oak)				LONICERA japonica halliana			
6 to 12 ins.		7.00	60.00	(Hall's Japanese Honeysuckle)		2.00	12.00 100.00
1 to 3 ft.		30.00		sempervirens (Trumpet Honeysuckle)		2.00	12.00 100.00
3 to 4 ft.		6.00	50.00				
4 to 6 ft.		10.00	80.00				
6 to 8 ft.		20.00	150.00				
8 to 10 ft., 1-in. cal.		35.00	300.00				
10 to 12 ft., 1 1/2 to 2-in. cal.		60.00	500.00				
12 to 15 ft., 2 to 2 1/2-in. cal.		110.00	1000.00				

On September 20, a general business session will occupy the morning. Lunch speaker will be Wyatte F. De Loache, manager, Pacific district, E. I. Du Pont de Nemours & Co. The final business session, with election of new officers and selection of the 1958 convention city, will take place in the afternoon. At the president's banquet in the evening, special feature entertainment has been planned.

LOUISIANA CONVENTION

The program for the meeting of the Louisiana Association of Nurserymen, being held September 13 to 15, at Blackham Coliseum, on the campus of Southwestern Louisiana Institute, Lafayette, La., has been announced by James Foret as follows:

The afternoon of September 13, exhibit space will be allotted and displays set up. The meeting of the nominating committee will be held at 11 a. m. September 14, after registration. A tour of the Jefferson Island salt mine has been planned for that afternoon. Buses will leave the Coliseum at 12:30 o'clock and return about 4. The business meeting and reports of committees will precede dinner, a Cajun shrimp boil at the Cow Palace, north of the Coliseum.

The A. A. N. breakfast, at the Evangeline hotel, Lafayette, is the first item on the program for September 15. Association members will vote for new officers during the morning. Mike Klaich, Stauffer Chemical Co., Houston, Tex., will discuss "Comparative Methods of Nematode Control," and a panel on advertising will be presented in morning sessions at the Coliseum Arena. Representatives from newspaper, radio and television will participate in the panel, advising the group on methods of advertising in each of the three media. The Louisiana convention will end with the president's banquet and dance in the evening.

KANSAS PROGRAM

The following program for the meeting of the Kansas Association of Nurserymen, being held at Ottawa, Kan., September 13 and 14, has been announced by Ray A. Keen, secretary-treasurer:

The evening of September 13, there will be a barbecue at the Willis Nursery Co. greenhouse, one and a half miles south of Ottawa on Highway 59.

Tours of the Willis Nursery Co. have been planned for the morning of September 14. After a registration

**You can buy cheaper—
But you can't buy better**

EVERGREENS

JUNIPER

Andorra
Chinensis
Chinensis columnaris, Blue
Chinensis columnaris, Green
Chinensis mascula
Chinensis procumbens
Glaucia hetzi
Glaucia hetzi, Globe
Glaucia hetzi, Upright
Pfitzer
Pfitzer, Kallay
Pfitzer, Silver-Blue
Sabina (Savin)
Sabina vonehron
Sabina vonehron, Globe
Sabina vonehron, Upright
Scopulorum Chandler
Scopulorum Blue Haven
Scopulorum Pathfinder
Scopulorum Platinum
(Pat. No. 1070)
Scopulorum Sutherland
Virginiana burki
Virginiana canaerti
Virginiana cupressifolia
Virginiana henryi
Virginiana hilli
Virginiana keteleeri
Virginiana Manhattan Blue

ARIZONA CYPRESS

PINE

Nigra (Austrian)
Ponderosa (Western Yellow)
Resinosa (Norway)
Strobus (White)
Sylvestris (Scotch)

ARBORVITAE

Aurea nana (Berckmans
(Golden)
Bonita
Excelsa
Orientalis (Chinese)

BROAD-LEAVED EVERGREEN

Euonymus
Fortunei (radicans),
Upright
Patens Dupont
Patens, Large-Leaved
Patens, Small-Leaved
Mahonia aquifolium

Visit us—see these compact, well-sheared evergreens for yourself. Our extensive fields are filled with fine nursery stock of highest quality.

Write for complete wholesale price list.

THE WILLIS NURSERY CO.

"Your Wholesale Nurserymen"

OTTAWA, KAN.

POTTED LINERS

	Per 100	Per 1000
<i>Taxus baccata repandens</i> , 1-yr., 2 1/4-in. rose pot, 3 to 5 ins.	\$25.00	\$230.00
<i>Taxus cuspidata</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Taxus cuspidata</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	24.00	220.00
<i>Taxus cuspidata capitata</i> , seedling-grown, 3-yr., 2 1/4-in. rose pot, 3 to 6 ins.	22.50	200.00
<i>Taxus cuspidata capitata</i> , seedling-grown, 3-yr., 2 1/4-in. rose pot, 4 to 8 ins.	27.50	250.00
<i>Taxus cuspidata Vermeulen</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<i>Taxus intermedia</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Taxus intermedia</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	24.00	220.00
<i>Taxus media Adams</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Taxus media Adams</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	24.00	220.00
<i>Taxus media browni</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<i>Taxus media browni</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	25.00	230.00
<i>Taxus media hatfieldi</i> , No. 18, 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<i>Taxus media hatfieldi</i> , No. 18, 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	25.00	230.00
<i>Taxus media hicksi</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Taxus media hicksi</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	24.00	220.00
<i>Taxus media Moon's</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Taxus media Moon's</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	24.00	220.00
<i>Taxus media thayerae</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Taxus media thayerae</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	24.00	220.00
<i>Taxus media wardi</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	22.50	200.00
<i>Taxus media wardi</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	27.50	250.00
<i>Taxus media wellesleyana</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<hr/>		
<i>Juniperus Andorra compacta</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<i>Juniperus chinensis pfitzeriana</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	25.00	225.00
<i>Juniperus chinensis pfitzeriana glauca</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	27.50	250.00
<i>Juniperus glauca hetzi</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<i>Juniperus glauca hetzi</i> , 2-yr., 2 1/4-in. rose pot, 5 to 12 ins.	27.50	250.00
<i>Juniperus Irish fastigiata</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<hr/>		
<i>Thuja Douglas Golden</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00
<i>Thuja occidentalis elegantissima</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<i>Thuja occidentalis Globe</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00
<i>Thuja occidentalis pyramidalis</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Thuja occidentalis Siberian</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00
<i>Thuja occidentalis woodwardi</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<hr/>		
<i>Ilex convexa bullata</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	20.00	180.00
<i>Ilex convexa bullata</i> , 2-yr., 2 1/4-in. rose pot, 4 to 8 ins.	25.00	240.00
<i>Ilex crenata hetzi</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Ilex crenata hetzi</i> , 2-yr., 2 1/4-in. rose pot, 6 to 12 ins.	22.00	200.00
<i>Ilex crenata rotundifolia</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00
<i>Ilex crenata rotundifolia</i> , 2-yr., 2 1/4-in. rose pot, 4 to 8 ins.	22.00	200.00
<i>Ilex crenata Stokes Pat. 887</i> , 2-yr., 2 1/4-in. rose pot, 2 to 4 ins.	35.00	300.00
<i>Ilex glabra</i> , 1-yr., 2 1/4-in. rose pot, 4 to 6 ins.	18.00	170.00

<i>Taxus capitata</i> , seedling-grown, 2-yr., 2 to 3 ins.	\$ 6.00	\$50.00
<i>Taxus capitata</i> , seedling-grown, 2-yr., 3 to 6 ins.	10.00	90.00

The above only a partial list of our potted lining-out stock.

We also grow seedlings and field liners. A complete catalog on request.

HEASLEY'S NURSERIES

247 Freeport Rd.

BUTLER, PA.

period at the Hotel North American, Ottawa, the meeting will be called to order. Dr. Clark Rogerson, department of botany and plant pathology, Kansas State College, Manhattan, will give a report on oak wilt and elm diseases and their control, and Dr. Ray Keen, of the college horticulture department will discuss "The New Turf Grasses."

After lunch, Ellery Bennett, Chesmore Seed & Nursery Co., St. Joseph, Mo., will speak on "Nursery Merchandising Today." A merchandising forum and panel discussion on selling will conclude the special features of the meeting, preceding the business session. Adjournment is scheduled for 4 o'clock.

BOYD SON KILLED

Henry N. Boyd, Jr., 16, only child of Mr. and Mrs. Henry N. Boyd, McMinnville, Tenn., was instantly killed August 8, and five other teenagers were injured, when the automobile in which they were riding left Highway 8 and crashed into an embankment near McMinnville. The father of the deceased is president of the Boyd Nursery Co.

Educated in the public schools at McMinnville, the youth had been a student in Battle Ground academy, Franklin, Tenn., for the past two years and would have been a junior at the academy this fall. He was a member of the Westwood Church of Christ at McMinnville.

The father is a past president of the Tennessee Nurserymen's Association and of the Southern Association of Nurserymen and was McMinnville's and Tennessee's Young Man of the Year in 1945.

BAUGE JOINS JUDSON

Robert Bauge has resigned his position as manager of the mail-order nursery department of Earl May Seed Co., Shenandoah, Ia., to take a position as general manager of Judson Wholesale Nurseries, Bristol, Ind.

Active in trade associations, Mr. Bauge was this year elected vice-president of the Iowa Nurserymen's Association and is secretary-treasurer of the National Mail Order Nurserymen's Association. He has been chairman of the "Plant Iowa" committee and directed a number of planting projects in Shenandoah in city parks and at the country club.

Before joining Earl May Seed Co., Mr. Bauge was associated with Mount Arbor Nurseries, Shenandoah, and he and his family, his wife and three daughters, had lived in Shenandoah for the past 10 years.



D. Hill Nursery Company

prevents fall weeds

with **CRAG Herbicide-1**
Trade-Mark

Both sides of this field of Austrian pines at D. Hill Nursery Company, Dundee, Illinois, were treated with CRAG Herbicide-1 on September 20, 1954—the center was left untreated. This photograph, taken May 6, 1955, shows how the weeds are choking the plants in the untreated center section, while the sides are clear of weeds.

You can prevent chickweed and other winter annuals, too, by using CRAG Herbicide-1 through late fall. It makes your spring weeding easier and saves you money. And it's easy to use.

Get CRAG Herbicide-1 from your dealer now, and start your own weed prevention program. You'll be pleased with the results!



CARBIDE and CARBON CHEMICALS COMPANY

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HOLLAND BULBS

of Exhibition Quality

MAIL YOUR ORDER EARLY

TULIPS

Darwin Tulips

(In bags of 100)

Top size—13 cm. and up	Per 1000
Afterglow—Orange-salmon edge, 26 ins.	\$46.00
Albright—Bright red, 24 ins.	44.00
Barligon—Crimson-red, 24 ins.	42.00
Charles Needham—Extra-scarlet, 28 ins.	55.00
Clara Butt—Appleblossom-pink, 26 ins.	40.00
Cordell Hull—Red with white stripes	50.00
Farncombe Sanders—Rose-scarlet, 28 ins.	40.00
Greuze—Violet-blue, 26 ins.	40.00
Pride of Haarlem—Large red, 28 ins.	40.00
Princess Elizabeth—Rose-pink, 26 ins.	40.00
Prunus—Salmon-pink, 24 ins.	40.00
Queen of Night—Black, 28 ins.	40.00
Red Pitt—Scarlet, good forced, 26 ins.	46.00
Rose Copland—Orchid, 24 ins.	40.00
Victoire d'Olivera—Deep red, 28 ins.	42.00
Wm. Pitt—Red, 24 ins.	44.00
Yellow Giant—Deep yellow, 30 ins.	40.00
Zwanenburg—Pure white, 26 ins.	50.00
Rainbow Mixture—All colors	38.00

Cottage Tulips

Albino—Pure white, 22 ins.	44.00
Carrara—Purest white, 24 ins.	42.00
Dido—Orange-red with orange edge, 28 ins.	40.00
Golden Harvest—Pure, large yellow	40.00
Marjorie Bowen—Soft salmon-rose, 28 ins.	40.00
Mothers' Day—Pale yellow, 28 ins.	40.00
Princess Margaret Rose—Yellow, red edge	40.00
Rainbow—Fine Mixture	38.00

Pearly-flowering Tulips

Coxa—Orange-red, yellow margin, 24 ins.	60.00
Eros—Old rose, very double, 28 ins.	50.00
Mt. Tacoma—Pure white, 26 ins.	50.00
Nizza—Yellow striped, feathered red,	
26 ins.	50.00
Uncle Tom—Dark glittering red, 28 ins.	65.00

HYACINTHS

(Packed 50 in a bag)

Bismarck, porcelain-blue
King of the Blues, deep blue
La Victoire, fine red
L'Innocence, pure white
Marconi, deep pink
Ostara, medium blue
Queen of the Blues, light blue
Queen of the Pinks, large pink
Yellow Hammer, golden-yellow

Top size 18 to 19 cm.	Per 100
Extra bedding size 15 to 16 cm.	\$12.50
	8.00

MUSCARI

(Grape Hyacinths) Top size	Per 1000
Album—White	\$20.00
	30.00

DUTCH IRIS

	10 to 11 cm.	9 to 10 cm.	8 to 9 cm.
Wedgwood—Light blue	\$45.00	\$30.00	\$20.00
	8 to 9 cm.	7 to 8 cm.	6 to 7 cm.
Golden Harvest—Yellow	\$35.00	\$25.00	\$18.00
H. C. Van Vliet—Blue	30.00	25.00	18.00
Imperator—Deep blue	35.00	25.00	18.00
White Excelsior—White	30.00	25.00	18.00

Terms of Sale—Prices quoted F.O.B. New York or Ridgewood, N. J., including freights, duties, packing, listing and insurance.

100 at 1000 rate.

ASK FOR OUR COMPLETE WHOLESALE PRICE LIST IN BULBS AND PLANTS.

HEEMSKERK & CO.'S Bulbs

229 Oak St. OLIVER 2-4018 RIDGEWOOD, N. J.

Single Tulips

(In bags of 100)

Top Size	Per 1000
Couleur Cardinal—Dark red	\$55.00
Keizerskroon—Red with yellow border	55.00

Double Tulips

Electra—Wine-red	50.00
Mr. van der Hoef—Yellow	50.00
Orange Nassau—Orange	50.00
Peachblossom—Deep pink	50.00

Parrot Tulips

Top size 13 cm. and up	
Black Parrot—Black, 26 ins.	60.00
Blue Parrot—Heliotrope	50.00
Fantasy—Clear pink with green stripes	50.00
Orange Favorite—Deep fragrant	46.00
Red Champion—Immense, fiery-red	60.00
Sunshine—Golden-yellow	60.00
Therese—Cherry-red (strong)	55.00

Triumph Tulips

Top size 13 cm. and up	
Bandoeng—Mahogany-red, yellow edge	42.00
Crater—Deep crimson-red	44.00
Crown Imperial—Crimson-red with yellow border	46.00
Edith Eddy—Red with white border	42.00
Elmas—Scarlet, creamy-white edge	45.00
Kansas—Pure white	40.00
Mr. Kerbert—Appleblossom, 26 ins.	50.00
Red Giant—(the best red)	65.00
Rhineland—Orange-yellow	44.00
Ursa Minor—Golden-yellow	48.00

Botanical Tulips

Eichleri—Crimson-scarlet	38.00
Red Emperor—Extra-large, scarlet	65.00

DAFFODILS

Heavy Mother Bulbs	Per 1000
Carlton—Large open cup	\$ 80.00
Geranium poetaz—6 to 8 flowers	70.00
Golden Harvest—Very large yellow	100.00
Imperator—Large, pure white	85.00
King Alfred—Best yellow, frilled	85.00
Mount Hood—Large white	100.00
Rembrandt—Large yellow—Imp. K.A.	85.00
Scarlet Elegance—Yellow, cup deep orange	85.00
Texas—Double orange	100.00
Thalia—Pure white, 4 to 5 blooms	100.00
Mixture for Naturalizing—D. N. and Round	50.00

CROCUS

	9 to 10 cm.	8 to 9 cm.
Purpureus Grandiflorus—	10 cm.	9 cm.
Large purple	\$22.00	\$18.00
Mont Blanc—Pure white	28.00	20.00
King of the Striped—White lilac	22.00	20.00
Mammoth Yellow—Golden-yellow	22.00	20.00
Mixture—All colors	22.00	20.00
Snowdrops, nivalis		25.00
Scilla Campanulata—in 3 colors,		25.00
blue, white, pink		25.00
Chionodoxa Luciliae		20.00

OBITUARY

Charles Kallay

One of seven brothers who started the Kallay Bros. Nursery, Painesville, O., Charles S. Kallay died July 26, of a heart ailment. Mr. Kallay, who was born at Sayn, Hungary, was a veteran of World War I. He had been active in various local organizations. Surviving are the widow, Theresa Kallay; two sons, and one daughter.

E. L. D. Seymour

Edward L. D. Seymour, 68, who recently retired after many years as garden editor of American Home magazine, died August 2 at his home, at Huntington, N. Y. Special services were held in New York city, August 8. He is survived by two sisters and two brothers.

He was for several years associate editor of the Florists' Exchange, New York, and was well known to nurserymen and florists in the east for his gardening knowledge and earlier organization work. He was editor of the widely distributed "Garden Encyclopedia" and of other books.

W. Wylie Troy

W. Wylie Troy, owner and operator of Troy's Garden Nurseries, Bedford Village, N. Y., died of a heart attack August 1 at his home at New Rochelle, N. Y. He had been ill for several years but had been able to continue limited activity in business and civic affairs.

Mr. Troy took over operation of Troy Nurseries, Inc., on the death of his father, about 25 years ago. Until a few years ago, the nurseries were located at New Rochelle, when Mr. Troy established the business solely at the Bedford Village location.

Mr. Troy was a member of local nurserymen's groups in the Westchester county area and of the New York Florists' Club. Active in civic affairs, he had served as a member of New Rochelle's city council and as park commissioner and chairman of the park board.

ROGERS GARDEN CENTER was recently opened in the Brightwood section of New Philadelphia, O., by Clint C. Rogers.

HICKORY HOLLOW is the name of the wholesale nursery started a year ago by L. V. Witbeck on 120 acres at Ballston Lake, N. Y.



Keep your "showroom" green

VERSENOL IRON CHELATE restores color, bloom to iron-hungry nursery stock

This customer's view of your nursery can mean the difference between a sale and . . . "sorry, I'm just looking". This is where customers can be turned back by the yellow, stunted growth of iron-hungry nursery stock. Why risk the loss of sales?

You can give your flowers, shrubs, ornamentals and trees all the iron they need for vigorous growth. VERSENOL® IRON CHELATE makes needed iron *available* to plants. You can see the difference fast. Leaves turn and stay rich green. Growth flourishes. Bloom is restored and enhanced. Satisfy with the first sale . . . and repeat sales are easier to make.

And VERSENOL IRON CHELATE can cure iron deficiencies for only pennies per tree or shrub.

Regardless of whether your soil is alkaline or acid, you'll find VERSENOL IRON CHELATE performs well. Add this new growing power to your soil in either of two forms—VERSENOL IRON CHELATE, mixed with water and applied as a solution, or VERSENOL IRON CHELATE on *Vermiculite*. Try either in the 1-lb. package or 50-lb. bags. Stock it so customers can use it on shrubbery and lawns. Ask your supplier or write: THE DOW CHEMICAL COMPANY, Agricultural Chemical Sales Department, Midland, Michigan.

you can depend on **DOW AGRICULTURAL CHEMICALS**





Bundle of 15 Mussey seedlings, at right, compared with bundle of 15 ordinary seedlings.

As much difference in seed as in common and purebred cattle.

SEEDLINGS AND TRANSPLANTS AT LOW, QUANTITY PRICE

	Per 100	Per 1000
● SPECIAL STRAIN SCOTCH PINE Very best Christmas tree strain. Grown from seed collected by our own men from selected parent trees. Exceptionally healthy, sturdy, straight-stemmed specimens, with rich color.		
2-yr., S., 4 to 8 ins.	\$ 7.00	\$ 35.00
4-yr., T., 8 to 14 ins.	25.00	125.00
● MUGHO PINE		
4-yr., S., 5 to 10 ins.	10.00	50.00
5-yr., T., 5 to 10 ins.	25.00	125.00
● AUSTRIAN PINE		
3-yr., S., 8 to 14 ins.	9.00	45.00
● BLACK HILLS SPRUCE		
3-yr., S., 4 to 8 ins.	8.00	40.00
4-yr., S., 8 to 12 ins.	10.00	50.00
4-yr., T., 5 to 10 ins.	25.00	125.00
● NORWAY SPRUCE—Fast-growing. Special strain of our own collection.		
2-yr., S., 5 to 10 ins.	7.00	35.00
3-yr., S., 8 to 14 ins.	10.00	50.00
5-yr., T., 10 to 16 ins.	30.00	150.00
Excellent understock.		
● WHITE SPRUCE		
3-yr., S., 5 to 10 ins.	8.00	40.00
● COLORADO BLUE SPRUCE		
3-yr., S., 6 to 10 ins.	11.00	55.00
5-yr., T., 6 to 12 ins.	25.00	125.00
● DOUGLAS FIR		
3-yr., S., 6 to 10 ins.	10.00	50.00
● AMERICAN ARBORVITAE		
3-yr., S., 8 to 12 ins.	10.00	50.00
● CANADIAN HEMLOCK		
3-yr., S., 8 to 14 ins.	20.00	100.00
● RED BARBERRY		
3-yr., S., 8 to 12 ins.	12.00	60.00
4-yr., S., 18 to 24 ins.	16.00	80.00
● CONCOLOR FIR		
2-yr., S., 4 to 6 ins.	12.00	60.00

	Per 100	Per 1000
● JAPANESE YEW <i>Taxus cuspidata capitata</i> —side cuttings		
1-yr., T., 4 to 6 ins.	\$25.00	\$175.00
<i>Taxus cuspidata</i>		
1-yr., T., 5 to 6 ins.	20.00	150.00
2-yr., T., 8 to 12 ins.	40.00	350.00
<i>Taxus hicksii</i>		
1-yr., T., 6 to 8 ins.	25.00	175.00
2-yr., T., 8 to 12 ins.	40.00	350.00
<i>Taxus Moon's columnaris</i>		
1-yr., T., 4 to 6 ins.	25.00	175.00
<i>Taxus brownii</i>		
1-yr., T., 4 to 6 ins.	25.00	175.00
2-yr., T., 8 to 12 ins.	40.00	350.00
<i>Taxus hatfieldii</i>		
1-yr., T., 4 to 6 ins.	25.00	175.00
<i>Taxus intermedia</i>		
1-yr., T., 4 to 6 ins.	25.00	175.00
2-yr., T., 6 to 8 ins.	40.00	350.00
● JUNIPER HETZI GLAUCOA		
1-yr., T., 6 to 8 ins.	25.00	250.00
● GLOBE ARBORVITAE <i>Woodwardii</i>		
1-yr., T., 5 to 7 ins.	30.00	250.00
<i>Hovey's</i>		
1-yr., T., 5 to 7 ins.	30.00	250.00
● PYRAMIDAL ARBORVITAE—Compacta		
1-yr., T., 5 to 7 ins.	25.00	200.00
● JAPANESE HOLLY <i>Ilex rotundifolia</i>		
1-yr., T., 4 to 6 ins.	20.00	175.00
2-yr., T., 8 to 12 ins.	30.00	250.00
<i>Ilex convexa</i>		
1-yr., T., 4 to 6 ins.	20.00	175.00
● RHODODENDRON From hybrid seeds.		
2-yr., T., 8 to 12 ins.	\$1.25 each	
● WHITE DOGWOOD		
2-yr., S., 12 to 20 ins.	15.00	75.00
3-yr., T., 16 to 24 ins.	25.00	125.00

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Many Other Evergreen Items—Rhododendrons and Azaleas
—Our cold storage permits late shipments—

SEND FOR COMPLETE CATALOG AND WHOLESALE PLANTING LIST—also famous CHRISTMAS TREE GROWERS' GUIDE

MUSSEY FORESTS

Box 16-I
INDIANA, PENNA.

COVER ILLUSTRATION

Russelia Equisetiformis

The coral plant, *Russelia equisetiformis*, is a native of Mexico and Central America that is to be found naturalized in south Florida and the West Indies. It is an excellent landscape subject that should be more widely used in subtropical plantings. A slender, drooping, evergreen shrub, it usually grows to a height of four to eight feet. Other local names for the plant are fountain plant and fire-cracker plant.

One of the most useful characteristics of the plant is its almost continuous display of small, bright red flowers in loose clusters borne along its recurving branches. The 2-lipped, tubular flowers are produced in clusters of one to three booms. When present, the leaves are opposite or whorled and lanceolate to ovate. The leaves, however, are usually reduced to bracts.

The coral plant grows well in sandy and well-drained soils in full sun or in the shade. Although it is grown principally in lower central and south Florida, it is hardy along the coast as far north as Jacksonville. It responds well to a good fertilization and maintenance program. The shrubs should be pruned or thinned regularly to aid in maintaining the shape of the plant and the attractive bright green color of the new branches.

The coral plant is well adapted for planting in window box, hanging basket and planter box. It is an interesting subject for use in creating pattern effects against fences and walls and in patio plantings. Its habit of growth and flowering characteristics are useful in plantings for the front of the border and as a background for annual and perennial flowers.

R. equisetiformis is usually propagated by cuttings or layers.

E. W. M.

NISBET GOES TO BILTMORE

Dr. Fred J. Nisbet resigned August 10 as editor of publications of the American Rose Society, to take the position of superintendent of Biltmore Estate, near Asheville, N. C. The estate of more than 12,000 acres surrounds the famous French Renaissance mansion with forest, shrub, rose, azalea and water gardens, as well as conservatories and nurseries. Dr. Nisbet studied landscape architecture at the University of Mass-

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AMAZING NEW CHEMOTHERAPEUTIC TREATMENT GIVES CUTTINGS AND SEEDLINGS AS MUCH AS 100% PROTECTION AGAINST DAMPING-OFF



20c worth of SUNOX
treats 100 sq. ft. of
propagating soil!

SUNOX TREATMENT NOW STANDARD PROCEDURE

That's right—Sunox has proved so uniformly successful that nurserymen who have tried Sunox are now using it as a standard procedure in preventing damping-off and root rot. Here is what the Connecticut Nurserymen's Association passed along to its members—comments made by plant pathologists at the state agricultural experiment station: "We have seen oxyquinoline sulfate* used successfully in cutting benches of taxus and for rooting cuttings of rhododendrons, azaleas and arborvitae in pots. This solution watered on infected rhododendrons or azaleas in the homeowner's garden has brought these plants also through the trouble. . . . We have seen it used on two-year-old taxus liners that were being carted out of a field by the truckload. After application of this material the trees stopped dying. One treatment usually does the job."

And here are reports from nurserymen and growers in various parts of the country: "In December we used Sunox on 15,000 taxus cuttings. To date we have had no loss from damping-off." "Concerning our experience with Sunox on evergreen cuttings, we are pleased to inform you that from our limited tests so far we are pleased with the results. Noticeable improvement was noted in texture and general appearance of foliage of Azalea Hino-Crimson cuttings. Leaf drop on cuttings of Ilex crenata rotundifolia disappeared after one application. Five times the recommended strength applied to cuttings of Ilex opaca and five varieties of taxus had no detrimental effect." "We applied Sunox in a test for control of pre-emergence damping-off on both black and white spruce. Damping-off killed 75 per cent of the seedlings in the control bed, 50 per cent in the recommended treatment and less than 10 per cent in double the recommended measure."



HIGHER YIELDS, BETTER STANDS

"I used Sunox as a preventive and can say that I haven't had one spot of damping-off." "I found Sunox to be very effective when I used it on seedlings in the greenhouse." "I have found your Sunox very effective in damping-off as well as fungus which *The active ingredient in SUNOX."

MIDVALE CHEMICAL CO.

How would you like to double or triple your yields . . . grow healthier plants and obtain better stands in the field . . . without spending a lot of time and money? Pictured at the left is a new chemical which has been tested by college pathologists for the past 4 years. Since 1954, hundreds of nurserymen throughout the country used this amazingly effective treatment in the greenhouse as well as in the field. In case after case results have been astounding, often with a single application!

had been giving me plenty of trouble until I treated the soil as per directions. It is doing a fine job for me." "A marked reduction in the mortality of the small trees was noted immediately after application of Sunox. We made three applications totaling 10 lbs. per acre on the affected areas with significantly good results."



Sunox is absorbed by the plant and fights infection from within the tissues.

DAMPING-OFF LOSSES SEVERE!

As you know only too well, losses from damping-off and root rot cut severely into growers' income. In heavily infested soil, damping-off fungi may produce a total loss by destroying the new roots before the seedlings emerge or by causing a rotting of cuttings at the soil level. There are several fungi which attack seedlings and cuttings but *Rhizoctonia solani* is usually the major culprit. Once present, it quickly spreads through the soil. If your yields have been averaging 30 to 40 per cent the chances are 3 out of 10 that *Rhizoctonia* is the fungus that caused the damage.



Rhizoctonia-caused root rot in tomato seedlings from infected soil, transplanted to inoculated soil. Note the dark-colored lesions characteristic of this fungus infection.

ASSOCIATION WARNS NURSERYMEN OF FUNGUS!

The rapid increase and widespread extent of *Rhizoctonia* infections led the Connecticut

Nurserymen's Association to warn its members of the destructive fungus. In a bulletin released in April, 1954, it said: "In the past two years there has been a decided increase in the occurrence of *Rhizoctonia solani*, a damping-off fungus, on nursery stock. The infections have been severe enough to cause the death of 'mature plants.'" Said the report: "*Rhizoctonia* has been active in cutting benches of many woody species, particularly taxus and ericaceous plants. But it is not limited to these by any means. It has appeared in seedbeds of trees and shrub species, cutting them off at the ground level. It shows in liners in the field and on mature hemlocks and rhododendrons."

WHAT MAKES SUNOX SO SUCCESSFUL?

Basic sanitation is essential to good crops, but soil sterilization gives disease protection only for a very short time, sometimes only for hours. Sunox is not a soil sterilant. The secret of its success is chemotherapy. This means that the chemical is absorbed by plants from the soil through their root system, enabling the plants to resist and inhibit the spread of the disease. This treatment gives seedlings, cuttings and even mature plants relatively long-lasting protection against root-rot diseases and damping-off. Sunox has a low degree of phytotoxicity. Even with repeated applications, it is harmless to most plants. Extensively tested by college pathologists and used on millions of plants, this valuable chemotherapeutic has proved a practical and successful weapon for the control of *Rhizoctonia*-caused diseases as well as *Fusarium Wilt* of Carnations.

TREATMENT COST INCREDIBLY LOW!

Yes, damping-off control with Sunox is inexpensive indeed. For as little as 20c you can treat 100 sq. ft. of propagating soil. Since greenhouse operations cost about \$1.00 to \$1.50 per single square foot, you can protect your investment for about one-fifth of 1 per cent. This is because Sunox is effective at very low concentrations. 1 lb. makes 320 gals. of solution, enough to treat 2600 sq. ft. in the greenhouse or 1300 sq. ft. in the field. For tree seedlings such as white or black spruce, twice the concentration (1 lb. for 160 gals.) is recommended.

SUNOX MAKES DAMPING-OFF CONTROL SAFE AND EASY!

All you need is a watering can. Add Sunox to the water — it dissolves instantly — and apply as a soil drench, 1 gal. for 8 sq. ft. in the greenhouse or 4 sq. ft. in the field. For larger applications use spray tank, letting the solution run through the hose without pressure. Sunox may be used before or after planting. Full directions with each package.

DEALER INQUIRIES INVITED

MIDVALE CHEMICAL CO., P. O. Box 205, LODI, N. J.

Please send me, delivery charges prepaid:

8 oz. Sunox—\$5.45	5 lbs. Sunox—\$36.75	25 lbs. Sunox—\$137.50
1 lb. Sunox—9.75	10 lbs. Sunox—65.00	50 lbs. Sunox—262.50

☐ check enclosed ☐ charge*

*Purchases of 5 lbs. or more will be billed at our regular terms of 2/10/30 subject to credit approval.

Name

Address

City..... Zone..... State.....

Box 205, LODI, N. J.

VERY HEAVY TAXUS LINERS

	Each Per 25	Each Per 250
BROWN		
4-yr., 10 to 15 ins., XX.....	\$0.55	\$0.50
DENSIFORMIS		
4-yr., 9 to 12 ins., XX.....	.50	.45
12 to 15 ins., XX.....	.45	.40
HATFIELD		
4-yr., 9 to 12 ins., XX.....	.50	.45
12 to 15 ins., XX.....	.45	.40
HENRY		
3-yr., 6 to 9 ins., XX.....	.40	.35
4-yr., 9 to 12 ins., XX.....	.50	.45
HICKS		
4-yr., 9 to 12 ins., XX.....	.50	.45
12 to 15 ins., XX.....	.45	.40
INTERMEDIA		
4-yr., 9 to 12 ins., XX.....	.50	.45
12 to 15 ins., XX.....	.45	.40
KELSEY		
4-yr., 9 to 12 ins., XX.....	.50	.45
12 to 15 ins., XX.....	.45	.40
NANA BREVIFOLIA		
4-yr., 6 to 9 ins., XX.....	.45	.35
9 to 12 ins., XX.....	.75	.45
5-yr., 10 to 15 ins., XX.....	.90	..
CUSPIDATA, spreading		
3-yr., 8 to 10 ins., XX.....	.40	.35
4-yr., 9 to 12 ins., XX.....	.50	.45
12 to 15 ins., XX.....	.45	.40
VERMEULEN		
3-yr., 6 to 9 ins., XX.....	.40	.35
4-yr., 9 to 12 ins., XX.....	.50	.45
All above taxus except nana:		
2-yr., 4 to 8 ins., X.....	.25	.20
250 price applies to assortment of your choice of varieties in lots of 50. All plants heavy from base up. Cash please. Packing free. F.O.B. Lebanon, N. J.		
HEMLOCK	Each Per 100	Each Per 250
4-yr., 6 to 9 ins., X.....	\$0.12 1/2	\$0.10
6-yr., 9 to 12 ins., XX.....	.25	.20
12 to 15 ins., XX.....	.35	.30

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Maxwell, Bowden & Rice, Inc.
A. N. Pierson, Inc.
Sunny Border, Inc.
Verkade's Nurseries

LINING-OUT STOCK

Our fall price list of quality liners will be ready about October 15. If interested, please write for same.

THE MUGLAS CORPORATION
Formerly
Thomas B. Meekins Co., Inc.
DRESHER, PA.

achusetts, Amherst, but has devoted much of his life to working with plants in the nursery industry. He received his Ph.D. at Cornell University, Ithaca, N. Y., while he was research fellow of the New York State Nurserymen's Association. Later he taught landscape design and nursery management at West Virginia University, Morgantown. Before World War II he traveled widely in Europe studying Renaissance gardens and plant materials.

PENNSYLVANIA PICNIC

The annual picnic of the Pennsylvania Nurserymen's Association, Western region, was held August 2 at Eisler Nurseries, Butler, Pa. It was the largest turnout in the history of the western organization, with 156 members and guests present. Tours of the nurseries were made by those attending the picnic and many took the opportunity to go through the garden shop that the Eisler organization has on Route 422.

An exciting mushball game between the Pittsburgh members and their country cousins was won by the country cousins. There were also a spirited horseshoe contest and games of bocci played.

In attendance at the picnic were Prof. Robert Meahl and Larry Little, Pennsylvania State University, University Park; the new Allegheny county agent, Phil Sellers, and Arthur R. Copenhaver, president, and Wilbur I. Nisley, secretary, of the Pennsylvania Nurserymen's Association. Frank Curto, Sec'y

CENTURY OF SEEDS

In a handsome illustrated book of 48 pages, 8 1/2 x 11 inches, entitled "The Seeds of Tomorrow," the Ferry-Morse Seed Co., Detroit, Mich., and Mountain View, Calif., tells not only of the 100 years' progress of the firm, but also of the current operations of this great enterprise in the various phases of seed production and distribution. In short informative chapters one glimpses the forward approach to changing demands in seeds which has won this company leadership in the field in the century of development it celebrates this year.

ALEX TUSCHINSKY, owner of the Hillsdale Landscape Co., Indianapolis, Ind., recently announced that his son, Theodore A. Tuschinsky, a graduate of Purdue with a B.S. degree in horticulture, has been appointed assistant manager.

BROWNELL SUB ZERO ROSES



HELEN HAYES

This semidouble, luminous, peaches-and-cream colored hybrid tea, with its outstanding glossy foliage, practically free from thorns, has been the sensation of the display gardens this season. Write for colored catalogs of Hybrid Teas, Climbers, Creepers and the new Ever-blooming Pillars.

BROWNELL ROSES

Box A, Little Compton, R. I.

HYBRID RHODODENDRONS

Evergreens,
Ornamental Trees
and Shrubs

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A very complete line of
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BUY NORTHERN-GROWN HARDY AZALEAS

Order your hardy azaleas now for fall or spring delivery from the finest collection we have ever offered to the trade. Try ours once and see the difference.

GABLE AZALEAS

Louise Gable, double, pink
6 ins., 75c; 8 ins., \$1.00; 10 ins., \$1.25; 12 ins., \$1.50.

Rosebud, double, pink
6 ins., 75c; 8 ins., \$1.00; 10 ins., \$1.25; 12 ins., \$1.50;
15 ins., \$2.50; 18 ins., \$3.50.

Rose Greely, white
6 ins., 75c; 8 ins., \$1.00; 10 ins., \$1.25; 12 ins., \$1.50;
15 ins., \$2.50.

KAEMPFER AZALEAS

Carmen, large, rose-colored
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Fedora, large, pink
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00; 30 ins., \$6.00.

Louise, red
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Othello, brick-red
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00; 30 ins., \$6.00.

Salmon Beauty, salmon-pink
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00; 30 ins., \$6.00; 36 ins., \$7.50.

KURUME AZALEAS

Addy Wery, deep vermilion-red
6 ins., 75c; 8 ins., \$1.00; 10 ins., \$1.25; 12 ins., \$1.50;
15 ins., \$2.50.

Amoena, purple-red
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Apple Blossom, pink
15 ins., \$2.50; 18 ins., \$3.50.

KURUME AZALEAS—Continued

Coral Bells, pink
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Daybreak, pink
15 ins., \$2.50; 18 ins., \$3.50.

Favorite, deep rosy-pink
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

Hinodegiri
Our Hinodegiri is a very dark red.
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00; 30 ins., \$6.00; 36 ins., \$7.50.

Hino-Crimson
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

Maxwell, red
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

Orange Beauty, orange
10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00.

Polaris, double, white
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Snow, white
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

VUYKIANA AZALEAS

Beethoven, mauve-lilac, waved petals
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Johann Strauss, single, rose blotched
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Hexe, double, red, late
12 ins., \$2.00; 15 ins., \$2.50; 18 ins., \$3.50.

Ledifolia alba, white
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00.

Macrantha, salmon, late
12 ins., \$1.50; 15 ins., \$2.50.

Mollis, pink, yellow, orange
12 ins., \$1.75; 15 ins., \$2.00; 30 ins., \$7.50.

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Container Stock Discussed At Massachusetts Meeting

By Helen S.
Anderson

A beautiful summer day and keen interest in new developments in container stock growing combined to produce one of the best attended meetings in the history of the Massachusetts Association of Nurserymen, on August 8 at Wyman's Garden Centers, Inc., Framingham, Mass.

An executive committee meeting was held, prior to the general meeting, at which it was decided that the M. N. A. would exhibit at the eastern states exposition at Springfield, Mass., September 15 to 23. The space allotted was extremely difficult to work with, but Harold Stevenson produced a plan which would be a credit to the association. The material will be donated by various nurseries, and the project will be under the supervision of Harold Atwater, Atwater Nurseries, Agawam, Mass.

The nurserymen started gathering at about 10:30 a. m. and spent the hours before lunch in exploring. As the time for eating drew near, a slight problem about food for all the members arose, since the number attending outstripped the number of reservations. However, the portions stretched miraculously, so that no one went hungry. Lunch was served in a large, open tent set up in the midst of a huge area containing thousands of shrubs and trees in containers.

After lunch, President Frank White introduced some of the guests, among whom were Arno Nehrling, of the Massachusetts Horticultural Society, and Arthur King, the new advertising director of Horticulture magazine. Also present were Dr. John Havis, director of the Waltham field station, Waltham; Dr. Robert Ticknor, and Paul Bobula, also of the field station. Dr. C. J. Gilgut, formerly of the field station and now at the University of Massachusetts, Amherst, was warmly greeted by the members.

License Plates

After introducing the guests, President White called upon Willard Bond, of Wyman's Garden Centers, Inc., North Abington, to report on the F-plate situation. Previously, the nurserymen as well as the farmers of Massachusetts had the right and privilege to use an F plate on trucks and tractors used in conjunction with growing and transporting nursery stock. Although this type of plate

could not be used on trucks making deliveries or on various jobs, it still meant a tremendous saving in registration fees, since the plates were interchangeable. Through negligence last year, Massachusetts nurserymen lost the right to use the plate and have regretted it bitterly. As a member of the legislative committee of the M. N. A., Mr. Bond did a phenomenal amount of work with the registrar of motor vehicles and the state legislature and finally managed to have the definition of "farming" rephrased so that it included the growing of nursery stock. After October 18, 1956, nurserymen will again be able to use the F plate, for which they gladly gave Mr. Bond a rousing vote of thanks.

Seth Kelsey, Harlan P. Kelsey, Inc., East Boxford, then reported on the M. N. A., short course held in February. It was gratifying to learn that the attendance was so large that the project netted a profit—a relatively unheard-of situation in most new ventures. The short course will be held again next year.

During his luncheon address, President White emphasized the wonderful spirit of cooperation found among today's nurserymen. It is in marked contrast to the secretive attitude adopted many years ago and, to his mind, portrays the coming of age of the industry. No longer are successful new methods kept closely guarded, but competitors are invited to inspect, question and try the new

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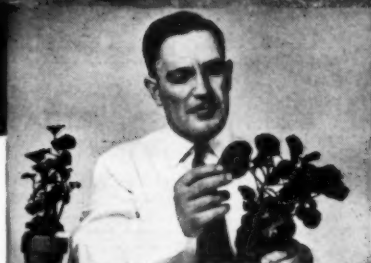
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Order your Borden's 38 today. If you can't locate a source of supply, write the address below for the name of your nearest distributor and for descriptive literature.



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AZALEA AMOENA. Very hardy evergreen foliage which turns rich bronze in winter. Semidouble, purple flowers. 4 to 6 ins. \$15.00 per 100

AZALEA HINODEGIRI. Brilliant red. Most popular. Strong. 2-yr., 4 to 6 ins., T. \$15.00 per 100

AZALEA JAPONICA. Very hardy. Wide range of color. Red, pink, yellow, etc. Deciduous. 6 to 8 ins., T. \$25.00 per 100

AZALEA KAEMPFERI. Seedlings (Japanese seed). Tall-growing, large flowers in various shades of pink and red. Flowers profusely; blooms when evergreen types fail. Deciduous. 4 to 6 ins., T. \$15.00 per 100

AZALEA KURUME. Very hardy. Will stand 19 degrees below zero. Gives a great variety of colors and types, from choice whites to orchids, deepest pinks and reds. Good evergreen foliage. 2-yr., T., 4 to 8 ins. \$15.00 per 100

AZALEA POUKHANENSIS. Large orchid flowers which rarely winterkill. Deciduous. 4 to 6 ins., T. \$15.00 per 100

6 to 8 ins., T. \$25.00 per 100

AZALEA SCHLIPPENBACHI. Considered by many the best azalea of all. Very large pink flowers; very large leaves which turn pink in fall. Deciduous. 4 to 6 ins., T., heavy. \$25.00 per 100

AZALEA WHITE. Evergreen. Large flowers with a pink blush in throat, similar to but much harder than Azalea Indica Alba. 4 to 8 ins., T. \$15.00 per 100

PIERIS JAPONICA

The most beautiful broad-leaved evergreen of all. In summer the color of the foliage is always changing, first red, then pale green and then dark green. In August the flower buds form in graceful racemes for next spring's flowers. White Lily-of-the-Valley flowers appear with the first warm weather and often last six weeks. Grows well in sun or shade. Makes a nice contrast with azaleas and rhododendrons.

4 to 6 ins., T. 15c each

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DEERFIELD STREET P. O., N. J.

ideas. They are warned of the pitfalls and are encouraged about the practicality of the innovations. Passing on successful methods is an indication of a mature, generous individual, happy in his own success and willing that others enjoy some measure of it.

Stock Tour

Richard Wyman, Jr., then took the majority of the members on a tour through the vast display of container-grown nursery stock. He explained how the inch of peastone at the bottom, plus a mixture of one-half loam, one-quarter sand and one-quarter peat, made a medium that produced a sound, healthy root ball perfectly adapted to withstand the rigors of transportation and transplanting. He also stressed the importance of constant supervision, because delay in watering or feeding might produce weeks of setback. He maintained that a heavy mulch of sawdust was adequate winter protection, but that it should be removed in the spring to eliminate nitrogen loss through decomposition. Mr. Wyman did not have a prepared speech, but the rapid-fire questions from the members kept him busy answering them. Such a presentation was much more absorbing and worthwhile, since it kept the talk on definite items of interest. Mr. Wyman could not be sure of all the answers to questions about container growing, but he said he felt that eventually the nursery industry would turn more and more to container growing. He believes that some day, fruit trees bearing ripe fruit, vines with clusters of grapes, roses climbing on their own built-in trellises—all carrying tremendous eye-appeal—will enlarge the scope and prolong the selling season of plants. In that way, both the nurserymen and the customers will benefit.

After the tour and discussion, the meeting broke up into the usual groups, and many watched a ball game umpired by Frank White and pitched by Richard Wyman and Umberto Motroni. Late in the afternoon, a heavy shower ended an interesting, educational and pleasant day.

ROBERT C. CHASE has joined Geo. J. Ball, Inc., West Chicago, Ill., as representative of the firm to the nursery trade.

MOVING of the garden center to a new location on land purchased north of the present site is planned by the Wabash Valley Landscape Nursery, Bluffton, Ind.

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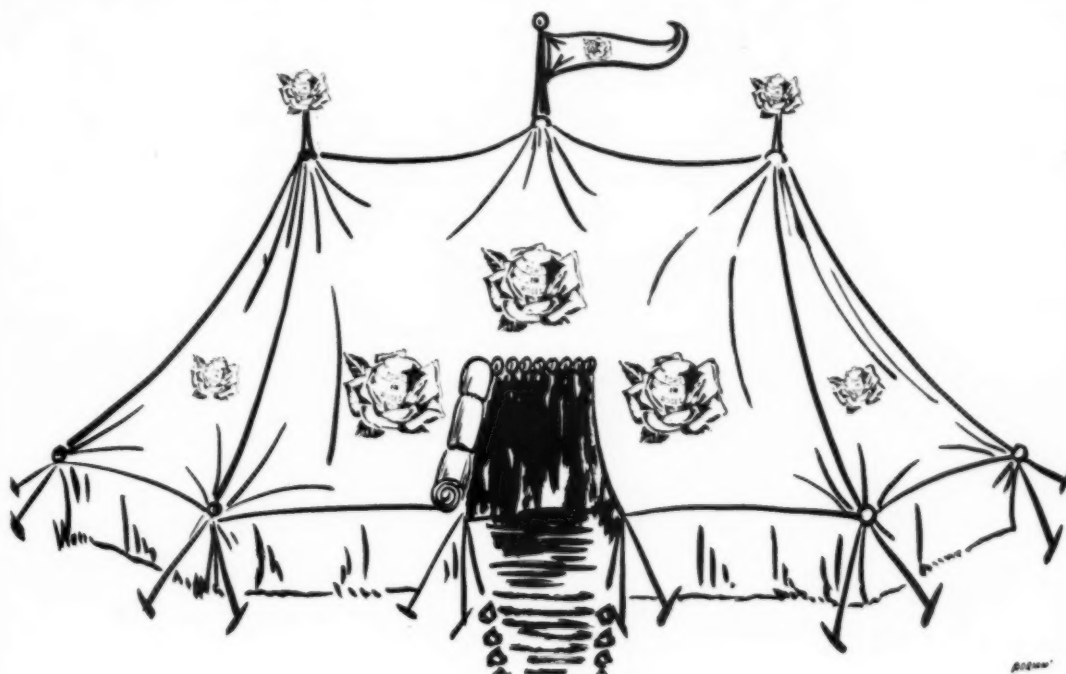
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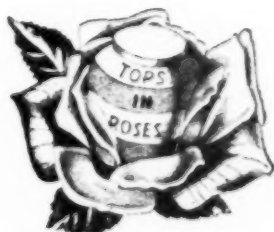
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Cinderella, a new Camellia japonica variety, is the All-America Camellia Selection for 1957, the first camellia ever to receive the award. Cinderella won against the finest new varieties developed in the United States and abroad in extensive 3-year competitive trials conducted by A. A. C. S.

The camellia testing association, A. A. C. S., was established in 1950-51 and incorporated in 1952 as a nonprofit organization by a group of America's leading hybridizers and nurserymen. It is patterned after but entirely independent of other All-America testing associations. Its chief purpose is to pretest new camellia varieties and to encourage only the introduction of camellias of quality and proven merit that will grow well anywhere the plants are cultivated in the United States.

It was felt that the ever-increasing popularity of camellias had led to the haphazard introduction each year of vast numbers of new seedlings and sports, usually at prohibitive prices, and that too many of the new introductions have been neither different nor better than existing kinds. Until the establishment of the A. A. C. S. tests, nurserymen had no reliable way to determine the worth of new camellias. The research and preintroductory testing carried on in the A. A. C. S. program should enable nurserymen to concentrate on camellia varieties of proven worth.

All-America Camellia Selections has established 10 official test gardens located so as to afford a good cross-section of soil types and differing climates. The gardens are at Norfolk, Va.; Atlanta, Ga.; Charleston, S. C.; Fort Valley, Ga.; Semmes, Ala.; Lafayette, La.; San Fernando, Calif.; Sacramento, Calif.; Fresno, Calif., and Portland, Ore. Where possible, gardens are at educational institutions or on private grounds; a few have been placed at nurseries. Each garden is supervised by a director.

Judges of the camellia selections are amateurs and camellia experts. Three judges serve at each garden and are requested to evaluate independently the competing entries, to

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	Each 100 rate	Each 1000 rate	Each 2500 rate		Each 100 rate	Each 1000 rate	Each 2500 rate
850 <i>Buxus koreana</i> , 2-yr., pot	\$0.32	\$0.30	..	900 <i>Symphoricarpos chenaulti hancocki</i> (low spreading ground cover shrub), 2-yr., tr.	\$0.35	\$0.30	..
750 <i>Cotoneaster acutifolia</i> , 2-yr., tr., S.	.15	.12	..	100 <i>Syringa hybrid Henryi Rutilant</i> , 2-yr., tr., own root	.35	.30	..
1,400 <i>Cotoneaster adpressa praecox</i> , 2-yr., tr., C.	.35	.30	..	100 <i>Syringa Fr. hybrid Thunberg</i> , 2-yr., tr., own root	.38
4,000 <i>Cotoneaster adpressa praecox</i> , 3-yr., tr., S.	.50	.45	\$0.40	1,750 <i>Syringa Fr. hybrid Violetta</i> , 2-yr., tr., own root	.38	.35	..
2,200 <i>Euonymus colorata</i> , 2-yr., tr.	.28	.25	..	1,500 <i>Tamarix Summer Glow</i> , 1-yr., C.	.20	.18	..
15,000 <i>Euonymus fortunei vegetus</i> (Spring only), 1-yr., pot	.16	.15	.14	7,000 <i>Taxus cuspidata</i> , 2-yr., pot	.30	.28	\$0.26
3,750 <i>Euonymus fortunei veg.</i> , 2-yr., pot	.22	.20	..	11,000 <i>Taxus cuspidata</i> , 2-yr., band	.30	.28	.26
300 <i>Euonymus fortunei vegetus</i> , 3-yr., tr., 8 to 10 ins.	.50	.45	..	2,750 <i>Taxus cuspidata</i> , 2-yr., tr., light	.40	.35	.30
1,050 <i>Euonymus fortunei vegetus</i> , 3-yr., bed, 12 to 18 ins.	1.00	.75	..	4,000 <i>Taxus cuspidata</i> , 3-yr., tr.	.45	.40	.38
3,600 <i>Forsythia Lynwood Gold</i> , 2-yr., tr.	.35	.30	..	1,300 <i>Taxus cuspidata browni</i> , 2-yr., pot	.32	.30	..
2,500 <i>Forsythia intermedia spectabilis</i> , 2-yr., tr.	.20	.18	..	750 <i>Taxus cuspidata browni</i> , 3-yr., tr.	.50	.47½	.45
700 <i>Hamamelis vernalis</i> , 2-yr., tr., S.	.35	.30	..	10,500 <i>Taxus cuspidata capitata</i> (finest strain), 2-yr., pot, C.	.32	.30	.28
2,000 <i>Juniperus chinensis pfitzeriana</i> , 3-yr., tr.	.60	.55	..	6,700 <i>Taxus cuspidata capitata</i> (finest strain), 2-yr., band, C.	.32	.30	.28
2,400 <i>Juniperus chinensis hetzi</i> , 1-yr., pot	.22	.20	..	2,000 <i>Taxus cusp. capitata</i> , 2-yr., tr., C.	.40	.35	.30
500 <i>Juniperus chinensis hetzi</i> , 2-yr., pot	.28	.25	..	1,600 <i>Taxus cuspidata capitata</i> , 2-yr., S., 1-yr. pot	.30	.28	..
1,800 <i>Juniperus chinensis hetzi</i> , 3-yr., tr.	.60	.55	..	1,800 <i>Taxus cuspidata capitata</i> , 2-yr., S., 2-yr. pot	.35	.30	..
1,600 <i>Juniperus horizontalis plumosa</i> (andorra), 2-yr., band	.28	.25	..	800 <i>Taxus cusp. capitata</i> , 3-yr., pot, S.	.40	.35	..
5,000 <i>Ligustrum vicari</i> (golden privet), 2-yr., tr.	.25	.22	.20	1,400 <i>Taxus densiformis</i> , 2-yr., pot	.35	.32	..
800 <i>Pachysandra terminalis</i> , 2-yr., pot, 2 stem	.22	.20	..	20,000 <i>Taxus densiformis</i> , 2-yr., tr.	.47½	.45	.42
750 <i>Picea pungens glauca</i> , 2-yr., pot, 4 to 6 ins.	.28	.25	..	2,300 <i>Taxus intermedia</i> , 2-yr., pot	.32	.30	..
2,500 <i>Pinus Austriaca</i> , 3-yr., S., 12 to 15 ins.	.14	.12	..	1,200 <i>Taxus intermedia</i> , 2-yr., band	.32	.30	..
2,000 <i>Pinus mughus</i> , 4-yr., pot	.40	.38	..	700 <i>Taxus media No. 8</i> , 2-yr., pot	.32	.30	..
1,000 <i>Prunus tomentosa</i> , 2-yr., tr., S.	.30	.28	..	400 <i>Taxus media halloran</i> , 2-yr., pot	.32	.30	..
1,000 <i>Pseudotsuga taxifolia</i> , 3-yr., S., 4 to 6 ins.	.12	.09	..	350 <i>Taxus media halloran</i> , 3-yr., pot	.40	.35	..
1,000 <i>Pyracantha coccinea lalandi</i> , 4-in. pot, C.	.50	.40	..	3,000 <i>Taxus media hatfieldi</i> , 2-yr., pot	.32	.30	.28
75 <i>Pyracantha coccinea lalandi</i> , 5-in. pot	.80	11,600 <i>Taxus media hicksi</i> , 2-yr., pot	.32	.30	.28
500 <i>Rhodotypos scandens</i> , 2-yr., tr., S.	.30	.28	..	10,000 <i>Taxus media hicksi</i> , 2-yr., band	.32	.30	.28
1,250 <i>Rhus aromatica</i> , 2-yr., tr., S.	.30	.28	..	4,000 <i>Taxus media hicksi</i> , 3-yr., tr., light	.40	.35	.30
250 <i>Salix tortuosa</i> , 1-yr., C.	.20	.18	..	1,425 <i>Taxus media hicksi</i> , 3-yr., tr., light	.50	.45	.40
				500 <i>Taxus ovata</i> (upright bluish green), 3-yr., pot	.40	.35	..
				500 <i>Taxus wellsiyana</i> , 2-yr., pot	.32	.30	..
				2,700 <i>Thuja occidentalis nigra</i> , 2-yr., pot	.28	.25	.22
				500 <i>Viburnum opulus nanum</i> , 2-yr., pot	.32	.30	..

OTHER LINERS. We have a good many more liners that have to be counted again in early September. If you are interested in other liners than listed here or larger quantities in some varieties of *Taxus*, let us know.

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BOSTON IVY	Per 100	Per 1000
2-yr., T., No. 1.....	\$30.00	\$250.00
2-yr., T., No. 2.....	17.50	150.00
2-yr., T., No. 3 (shorts).....	10.00	75.00
CORNUS FLORIDA (White Dogwood)		
Below grafting size	5.00	30.00
Grafting and budding size..	7.50	40.00
Above grafting size	12.50	100.00
2-yr., T., 18 to 24 ins.....	25.00	200.00
2-yr., T., 18 to 36 ins.....	50.00	400.00
CYDONIA JAPONICA , seedlings		
1-yr., 10 to 15 ins.....	5.00	40.00
1-yr., 15 to 21 ins.....	7.50	60.00
CALIFORNIA PRIVET		
1-yr., cuttings, 10 to 24 ins..	6.00	50.00
CORNUS FLORIDA RUBRA		
1-yr., grafts, field-grown.....	75.00	700.00
Free packing for cash with order.		
BROUWER'S NURSERIES		
BOX 25 NEW LONDON, CONN.		

MULTIFLORA ROSE
BROOKVILLE NURSERIES
GLEN HEAD, N. Y.

provide a broad basis for comparing the merits or demerits of an entry.

Entries in the 1957 selection were studied and scored under actual growing conditions in each area. Entries received care equivalent to that given the average home planting and were neither pampered nor neglected. A uniform point system, differing slightly for the several types of camellias, was used to evaluate factors such as hardiness; growth characteristics; foliage; profusion, duration and quality of bloom, and novelty or features which differentiate a variety from others already in commerce.

Unique Flowering

Cinderella is described as unique in flower formation. Development from the long, pointed buds progresses slowly and the flower unfurls in a manner notably distinct from the conventional rosebud opening. The rose-pink petals, veined with deep crimson and bordered with white edging, are crinkly textured and their edges are notched and lacinated or fimbriated. The blooms average about four inches in width and three inches in depth and are reported to be produced freely upon a vigorous and stocky plant. Healthy plants bloom well at an early age, producing buds that are well spaced over the plant and are not clustered.

Cinderella's hardiness was demonstrated by its survival under harsh weather conditions. Two Cinderella test plants at the A. A. C. S. trial garden located at Lewis and Clark College, Portland, Ore., suffered little damage during the severe killing freeze which struck the Pacific northwest in November, 1955, when no previous frosts had occurred to induce dormancy and even the Douglas firs showed severe needle drop. Only one tip on both plants was found to be burned, and although flower buds naturally were gone, growth buds were 90 per cent good.

NEW FLOWERING SHRUBS

[Continued from page 10]

purpurea nana, Caryopteris clandonensis and Caryopteris incana Blue Mist. Continuing, he mentioned Ceanothus thyrsiflorus, which is not hardy in Michigan, he said, being a native of the west coast. Chaenomeles, dwarf types, and Daboecia polifolia rosea were added with the comments that the latter is now being grown by two nurserymen in Connecticut. Daphne retusa, growing three to three and one-half feet in height, flowers the same time as other daphnes, he said. Hypericum patulum

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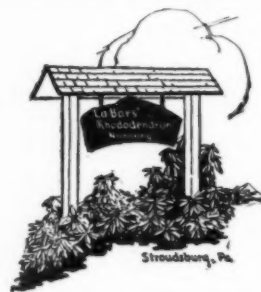
TAXUS REPANDENS

- TAXUS CUSPIDATA
- HYBRID RHODODENDRON
- TSUGA CANADENSIS
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- ILEX BUXIFOLIA
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1 to 99	.10	.20	.10	.20
100 to 999	.09	.16	.09	.15
1000 to 4999	.08 1/2	.15	.08 1/2	.14
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Biota aurea nana, 15 to 18 ins.
Juniper, Pfitzer, 18 to 24 ins.
Juniper, Sabina, 15 to 18 ins.
Juniper, Swedish, 3 to 4 ft.
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Scotch Pine, 3 to 3 1/2 ft.
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Hidcote; Hypericum kalmianum; Kalmia angustifolia rubrum and Paeonia suffruticosa were listed. Physocarpus monogynus has been in the trade for several years, commented Dr. Chadwick, and will make a good rounded specimen. Potentilla farreri Gold Drop has yellow flowers from late July to frost. Spiraea bumalda walluffi and Spiraea japonica coccinea, both having red flowers, completed the group of low shrubs.

The next category included small shrubs, 4 to 6 feet in height. Chaenomeles lagenaria, selected types, was mentioned first while Daphne hybrid Somerset followed. The latter, commented Dr. Chadwick, has pinkish flowers and soft wood that is subject to breakage. Hydrangea quercifolia, Hydrangea macrophylla Nikko Blue, Rhododendron obtusum kaempferi, selected types, and Spiraea macrothyrza were listed. Viburnum dilatatum xanthocarpum is an often overlooked yellow fruiting shrub, said Dr. Chadwick. Viburnum fragrans nana, Viburnum trilobum wentworthi and Viburnum wrighti hessei completed the small shrub group.

Medium Shrubs

Turning to medium shrubs, 6 to 10 feet, Dr. Chadwick said Aesculus pavia is not new but deserves more attention. It has a sprawling habit of growth and does well in partial shade and a moist condition. Clethra alnifolia rosea grows well in partial shade and moisture, having a good summer bloom. Forsythia intermedia gloriosa is relatively new while Lynwood Gold and Spring Glory are also good Forsythia intermedia. Spring Glory is pale yellow. Lonicera zabeli was listed, and Dr. Chadwick commented that Malus sargentii is the smallest of all crab apples, being not over 6 feet in height if true. It may be 25 feet across and has a good white flower and fruits the first part of September.

Philadelphus, hybrids and selected types, Syringa Dropmore hybrids and Syringa microphylla superba were listed. Almost all of the viburnums are excellent plants, observed Dr. Chadwick. Viburnum betulifolium should be hardy in Michigan. Viburnum chenaulti was listed, while Viburnum dasyanthum was said to have excellent glossy foliage, good white flowers and fruit. Viburnum lobophyllum can grow up to 10 feet, and Viburnum macrocephalum sterile is hardy throughout Ohio and frequently flowers in fall as well as in spring. Viburnum tomentosum, said Dr. Chadwick, is his choice as the best of the medium shrubs.

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Dr. Dresselhuys rooted cutting out of greenhouse. Cuttings transplanted to 4-in. deep flats and are cut out with a solid peat ball.

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Turning to the large shrubs, 10 to 25 feet, Dr. Chadwick observed that *Chionanthus retusus* is compact, *Cornus officinalis* has reddish bark and is the Japanese form of *Cornus mas*. *Hibiscus syriacus*, selected types, was listed in this category while *Magnolia sieboldi* was described as having good white flowers and good foliage. *Magnolia stellata rosea* was added. *Parrotia persica* is a newer plant, stated Dr. Chadwick, and belongs to the witch hazel family. It has good fall color, having a purplish crimson orange shade. *Syringa* hybrids and selected types and *Viburnum rufidulum* completed the large shrubs.

Small Trees

The final group included small trees, 10 to 30 feet. *Amelanchier grandiflora rubescens*, *Cercis canadensis alba*, *Cercis chinensis* and *Cornus florida rubra proseri* were first mentioned. *Crataegus lavalleyi* was said to have excellent flowers, foliage and fruit. *Crataegus monogyna inermis compacta* is a compact form of a thornless English hawthorne, said Dr. Chadwick. *Crataegus orientalis*, *Crataegus phaenopyrum* and *Koelreuteria paniculata* were added to the list. *Koelreuteria paniculata fastigiata* is the upright form, observed Dr. Chadwick. Mentioning *malus*, selected flowering crab apples, he said to keep watch for newer varieties as being less susceptible to disease and having better colors. *Prunus cerasifera* Thundercloud; *Prunus serrulata* Amanogawa, and *Pyrus salicifolia*, having a narrow gray leaf, completed the list.

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THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

ROOT CUTTINGS

Propagation of plants by the use of root cuttings is infrequently done, but in some cases the method can be highly efficient. For several years we have had a desirable clone of grape myrtle that we wished to propagate. Because our location in Maryland is near the northern limit of the plant's hardiness, we had difficulty using the methods generally followed in the south. Hardwood cuttings succeeded poorly, because there was often some winter injury to the wood. Softwood cuttings rooted readily in late summer, but we either lost them in the frames as rooted cuttings or from freezing when potted up in 2½-inch pots.

This year we dug our stock plants and cut off about half the roots to make cuttings. We also cut the tops back severely and replanted the stock plants. The roots nearest the surface are supposed to be the best, but there did not seem to be too much difference in this case. The roots were cut into about 3-inch lengths, but I believe 2-inch lengths would have been better because they would be easier to pot after they rooted. The roots used varied from ¼-inch to ½-inch in diameter. It is important to cut the roots and keep the tips all pointed in one direction. There are a top and bottom, and the end toward the trunk is the top. One cannot reverse the polarity.

These cuttings were made and set in a cool greenhouse bench and have rooted beautifully, making vigorous top growth.

True root cuttings have no eyes or leaf buds, as differentiated from divisions, which must have a piece of eye or stem and a piece of root. The top of a root cutting grows from an adventitious bud, which seems to be initiated by the effect of light on the tip. The cuttings had the top ¼-inch exposed.

Why some plant roots will form these buds and others will not is hard to explain—one of the plant mysteries. In general, plants that tend to form suckers will form root cuttings. Yet it is not only the softwood, weedy plants that will root from root cuttings. Beech trees and flowering crab apples, especially seedling types, will often throw a ring of plants

around the hole where a plant has been dug B&B. Other plants that do that in the nursery may have been noted. Some fruits, like apple, and berries, like blackberries, are propagated in this manner. Also a number of perennials can be grown in this manner. Peony growers find that they can easily get varieties mixed because pieces of root left in the field form eyes and become plants after a year or more.

Whenever the method of propagation permits the use of root cuttings, it has the advantage that usually a high percentage of the cuttings make plants. While it is awkward to get the cuttings, the size of the cutting can be smaller, and in any case where it is warranted, the method is highly efficient.

A GARDENING REVOLT

I do not know whether other nurserymen have noticed it or not, but I have noted in a number of our customers who have good taste in planting a resistance to our use of the so-called choice plants.

In reaction to the overuse of a number of types of plants in the first three decades of this century, there has been a tendency to limit our nursery lists to plants we think more suitable. Along the same line and mentioned in a recent article is the same attitude toward our tree list. I believe we are beginning to get more than an occasional customer who is tired of the stiff effect of the dwarf yews and, what is closer to my own heart, I am hearing too many people say they are tired of boxwood. I have always considered English boxwood the aristocrat of all evergreens when it is growing happily.

Nurserymen have to be responsible businessmen and leaders in the encouragement of proper plantings; particularly that applies to obtaining full enlightenment on the potentialities of any plant. But I wonder if we

TAXUS CUSPIDATA

18 to 24 ins., TT.
24 to 30 ins., TTT.
30 to 36 ins., TTT.

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All specimen 4 to 6-yr.-old evergreens, sheared twice annually, root-pruned.

	Each	Each		Each	Each
	Per 10	per 100		per 10	per 100
Berkmans Golden Arborvitae			Taxus capitata, heavy		
18 to 24 ins.	\$ 2.25	...	24 to 30 ins.	\$ 8.50	...
24 to 30 ins.	2.75	\$2.50	30 to 36 ins.	10.00	...
30 to 36 ins.	3.25	3.00	36 to 48 ins.	16.50	...
3 to 4 ft.	4.25	...	Taxus hicksii		
Pyramidal Arborvitae, extra-heavy			18 to 24 ins.	5.00	...
3 to 4 ft.	4.00	3.75	24 to 30 ins., extra-heavy	5.50	...
4 to 5 ft.	4.50	4.25	30 to 36 ins., extra-heavy	6.50	...
American Arborvitae			36 to 42 ins.	8.00	...
3 to 4 ft.	3.25	3.00	42 to 48 ins.	10.50	...
Juniperus glauca hetzi			SHADE TREES		
18 to 24 ins.	3.00	2.75		Each	
24 to 30 ins.	3.50	3.25		per 10	
Juniperus virginiana canaerti			Ash		
3 1/2 to 4 ft.	5.50	5.25	6 to 8 ft.	\$ 1.75	...
4 to 4 1/2 ft.	6.25	6.00	8 to 10 ft.	2.00	...
4 1/2 to 5 ft.	6.75	6.50	1 1/4 to 1 1/2-in. caliper	2.50	...
Juniperus virginiana keteleeri			1 3/4 to 2-in. caliper	3.75	...
3 1/2 to 4 ft.	5.00	4.50	White Birch		
4 to 4 1/2 ft.	5.75	5.50	1 1/4 to 1 1/2-in. caliper, B&B	6.00	...
4 1/2 to 5 ft.	6.25	6.00	1 1/2 to 2-in. caliper, B&B	8.00	...
6 ft.	7.00	...	2 to 2 1/4-in. caliper	12.50	...
6 to 8 ft.	12.50	...	Chinese Elm		
11 ft., 13-yr., extra-heavy	38.50	...	8 to 10 ft.	1.50	...
Juniperus virginiana Dundee			1 1/4 to 1 1/2-in. caliper	2.00	...
4 to 4 1/2 ft.	5.75	5.50	1 1/2 to 2-in. caliper	3.00	...
4 1/2 to 5 ft.	6.25	6.00	2 to 2 1/2-in. caliper	3.50	...
5 to 6 ft.	7.00	...	Sweet Gum		
Juniperus virginiana glauca			1 1/4 to 1 1/2-in. caliper, B&B	8.50	...
All cut back and extra-heavy, 5 yrs. old.			1 1/2 to 1 3/4-in. caliper, B&B	10.50	...
3 to 3 1/2 ft.	5.75	...	1 3/4 to 2-in. caliper, B&B	12.50	...
3 1/2 to 4 ft.	6.00	...	Hackberry		
Juniperus virginiana burki			1 1/2 to 1 3/4-in. caliper	4.10	...
3 to 4 ft.	5.00	4.75	1 3/4 to 2-in. caliper	5.10	...
4 ft.	5.75	5.50	2 to 2 1/2-in. caliper	6.50	...
4 1/2 to 5 ft.	6.25	6.00	Thornless Honey Locust		
Juniperus stricta			6 to 8 ft.	2.00	...
24 to 30 ins.	2.50	2.25	8 to 10 ft.	2.85	...
30 to 36 ins.	2.75	2.50	1 1/4 to 1 1/2-in. caliper	4.00	...
Chinese Column Juniper			1 1/2 to 2-in. caliper	5.25	...
(Chinese mascula)			Silver Maple		
4 to 5 ft.	5.50	5.25	6 to 8 ft.	1.25	...
5 to 5 1/2 ft.	6.00	5.75	8 to 10 ft.	1.75	...
5 1/2 to 6 ft.	6.50	6.00	1 1/4 to 1 1/2-in. caliper	2.25	...
Pfitzer Juniper			Pin Oak		
15 to 18 ins.	2.25	2.00	1 1/4 to 1 1/2-in. caliper, B&B	9.00	...
18 to 24 ins.	3.00	2.75	1 1/2 to 2-in. caliper, B&B	11.00	...
24 to 30 ins.	3.50	3.25	Sycamore, all 1 to 1 1/2-in. caliper, heavily branched		
			6 to 8 ft.	2.00	...
			8 to 10 ft.	3.25	...
			1 1/2 to 2-in. caliper	5.25	...

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Native Shade Trees in Rubrum Maple, River Birch, Pin Oak, Sweet Gum and Clump Birch in 1 1/2 to 3-in. caliper, B&B.* Write for our Fall Wholesale Price List quoting on over 100,000 finished shrubs in 2 to 6-year heavy plants and many other varieties of shade trees, evergreens and fruit trees.

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NIGHT PHONE 2641

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DIG THIS CRAZY WEATHER

Our county agent once said, "A dry summer scares you to death and a wet summer works you to death." Well, believe me, we haven't been scared yet this summer; we've been working, though. Things have really been growing here in Mentor. Why in one spot we've got weeds waist high. Best growth of weeds we have ever seen. If they grow this well next year, we're going to list them.

Seriously, though, the plants have grown very well. Roses in the field are developing new canes at a rate we have never seen before. Looks like a good season for our roses. Azaleas have put on a nice growth and should be perfect for sales lots or small landscaping. We never have enough Christmas holly or rhododendrons, but what we do have, have grown well.

This spring was too wet for us to do our bedding but we don't care. With Wilt-Pruf we do our work at OUR convenience—to heck with the weather. Incidentally, we are distributors for Wilt-Pruf and if you would like more information about it write and ask us to send you "The Uses of Wilt-Pruf in Nursery Operations."

It is our hope that this year we will be able to supply all of you that were disappointed last year with the holly and azalea liners you want. We have a good supply of both and they have never been nicer. We would be happy to have you send for our list. We are glad to announce that our new shipping box is getting our lining-out stock into our customers' hands in perfect shape.

I think that most of you are familiar with the quality and reliability of our lining-out stock and know that our holly is "sex-guaranteed" and has been tested to minus 20 degrees. Of course, our azalea liners in 2x2x3-in. bands are well-branched, hardy types and our new shipping box gets them to your nursery in as good condition as they leave here.—
Paul R. Bosley, The Bosley Nursery, Mentor, Ohio.

might sometimes be overzealous and arbitrary. Neither the nurserymen nor the professors know it all.

Whether it is a sign of the times or not, I do not know, but more than one customer has said, "Oh I like plants with more color and life, or plants with more oomph." Often these people are not strangers to gardening; in fact, usually they are persons who have moved to the Chesapeake bay area from the Oranges (New Jersey), Westchester county, New York, or Long Island. Maybe it is an extension of the color schemes that are now demanded in our motorcars and new homes.

I, too, have sneered at Catalpa bungei, weeping mulberry and retinosporas, but maybe all of us should keep our minds open to the desirable features of all plants. Good taste, after all, is only an arbitrary standard that varies from one period to another.

MAIL-ORDER MEETING

[Continued from page 8]

plan to promote mail-order sales, said Mr. Rose, is the use of the catalog itself to carry explanations of mail-order advantages. Catalogs should show that it is easy to order leisurely at home and satisfaction can be expected.

Mr. Rose cited the following factors that had been mentioned in a questionnaire sent out to learn reasons for mail-order buying: 1. Wide variety is offered in mail-order catalogs. 2. New items are offered first by mail order. 3. Ordering can be done at leisure. 4. Purchases are delivered at home. 5. Stock is described and pictured. 6. Most plants are grown by the seller. 7. Orders can be placed at any time. 8. Prices are lower because there is no middle man. 9. Guarantees are given. 10. Most hobbyists buy by mail. A half page or a full page in a catalog would not be out of line in featuring these ideas, said Mr. Rose.

Shopping Project Data

There was a full attendance of members at the opening of the morning session on Tuesday, when Dr. John Mahlstedt presented the results of the test ordering project conducted last year. Twenty member firms were shopped through identical orders to make a nonpartisan survey of the general operational procedures of a selected cross section of members. The data recorded in each instance covered such information as time lapse between catalog request and receipt; time lapse between order

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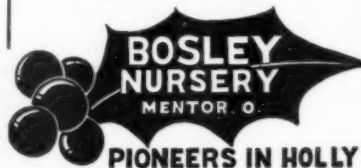
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placement and receipt; types and size of packaging materials used, their weight and general condition; records on bud break, mold, length, size and grade of plant materials; field performance; methods of handling complaints about stock, and shipping material costs.

Data obtained from the study were tabulated and compiled in a set of mimeographed sheets that were distributed to those present. Dr. Mahlstede made a rapid explanation of factors worth noting in the various tabulations, where there were often wide variations. For example, there was a variation of from 6 to 20 days for response to a request for a catalog. The government post card was the favored means of order acknowledgement, though six of the 20 firms used letters. Only two firms sent notices of order shipment. Time lapse between order receipt and shipment of stock varied from 36 to 73 days.

In the order and package statistics, it was pointed out that shippers who used wet packing were raising their shipping costs considerably, which might indicate the need for further study of packaging techniques. Plant size and quality determinations brought out wide differences again. Cost of packaging materials for the

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FALL, 1956**

<i>Taxus andersoni</i> , 15 to 18 ins.....	\$3.00
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	Each Per 100	Each Per 1000
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1-yr., field, XX, 10 to 12 ins.30	.25

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Bed stock—Liners
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order ranged from 6 1/2 cents to 55 cents. Comparisons of packing costs in packaging deciduous bare-root shrubs showed lower material costs and mailing costs where poly-kraft materials were used.

A series of color slides was used to supplement the data on performance of the plants, a photograph of each lot taken on the same date being reproduced.

Complaints

Experiences included the following data after complaints were filed. Four firms acknowledged the complaint by a card; seven firms used a letter. Time lapse between filing of complaint and receipt of replacement varied from six to 28 days. All firms made replacement, and Dr. Mahlstede later stated that the replacement quality was generally better than that of the original stock. Shipping cost for the replacement of a single plant went as high as 45 cents, with 6 1/2 cents the low.

Other data tabulated were the methods used by the firms to process the original order, the condition of packages on receipt, the date of order receipt and dormancy and the methods of providing planting instruction. Nine different packing techniques were used by the 20 firms, and there was little damage in transit evidenced. One conclusion given was that heavy protruding roots on deciduous shrubs probably require an inner butt wrap if poly-kraft is used as a wrapper and if breaking through is to be avoided.

Planting Instructions

To complete the morning session there was a panel discussion of the topic, "How Should Mail-Order Nursery Planting Instructions be Handled?" William Collins, Henry Field Seed & Nursery Co., Shenandoah, Ia., was the moderator. Speakers representing the industry included Ted Korves, Gurney Seed & Nursery Co., Yankton, S. D.; John Logan, Stark Bros. Nurseries & Orchards Co., Louisiana, Mo., and Carl Lumry, Mount Arbor Nurseries, Shenandoah, Ia. Suggestions from outside the trade came from Gretchen Harshbarger, garden editor, Household magazine, and Dr. Leon Snyder, head, department of horticulture, University of Minnesota, Minneapolis.

Mr. Lumry and Mr. Logan both described instruction booklets used by their firms. Their value, especially when illustrated, was pointed out, but their cost was emphasized. Four-page circulars are much cheaper than booklets and provide the most es-

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Hyperion	\$2.00	\$15.00
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sential planting information. All three firms send their planting data with the order. Plant labels with simple planting instructions on the back were also described, and special tags for troublesome items were recommended.

Line drawings mentioned as useful depicted the meaning of grades and sizes, package handling, growth of plants the second season and steps in planting. Soil management, spraying, fertilizing and pruning can be given amplified treatment if space is available. Pruning and planting are the most important topics. Instructions can be too long, uninteresting and difficult to read if printed in small type. Planting data may be sent with acknowledgement of an order, but is usually more convenient for the customer's use at order shipping time.

Customers' Wishes

Gretchen Harshbarger, telling what customers wanted, declared they wish to have orders acknowledged and to know when the order will be shipped. They also want to know how they should handle the package when it arrives — how to open it and how to care for the plants until they are planted. The speaker said explanations should be specific,

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**ROSES • BULBS • PLANTS
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soil information is much wanted and instructions should be attached to stock so the paper will not be damaged by moisture.

Dr. Snyder gave a brief statement about some woody plant research being carried on at the University of Minnesota. He believes gardeners' failure with plants is often the result of lack of instruction on planting methods. He felt buyers should be instructed to open packages on receipt, soak plants overnight and prepare soil in advance of planting. Gardeners should know the site requirements of a plant, the spacing need and its water and soil requirements and should have pruning and pest control instruction.

The luncheon speaker Tuesday, Dr. Leslie F. Malpass, assistant professor of psychology at Southern Illinois University, Carbondale, Ill., talked entertainingly and instructively on "These Strange People — Our Customers," declaring that nurserymen would be repaid if they attempted to understand the varied reasons that lay behind complaints and the desires that led people to buy.

Brief reports of conditions in the various regions were given by regional vice-presidents before the report of the nominating committee was read by Clifford Emlong, Emlong Nurseries, Stevensville, Mich., as given earlier in this report. Adjournment followed.

TEXAS ROSE FOUNDATION

At the annual meeting of the Texas Rose Research Foundation, attended by over 100 rose growers of the east Texas area June 30 at Tyler, Paul Shamburger was elected president; William Breedlove, first vice-president; B. L. House, second vice-president; J. E. Whiteside, secretary-treasurer, and Dr. E. W. Lyle, plant pathologist. New directors are Leon Miller, Frank Martin, William Breedlove, Starley Hand, Jr., and Carroll Wilson.

Dr. Lyle made a report on numer-



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Amur River Privet, all sizes up to 3 to 4 ft., 3-yr., twice cut back.

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ous chemicals tested to control crown gall and hairy root diseases. Using charts, he showed the effectiveness of fungicides in controlling black spot and cercospora. Maneb spray was found to be the best chemical, with copper-sulphur dust second best. Vapam proved most effective in small plots for control of root knot nematode as well as to kill weeds and Johnson grass, but Nemagon was more suited to field use. Dr. Lyle predicted that in a year or two, rose field defoliant will be in common use, although no one chemical has yet proved completely adequate. A humorous side of his report was the disclosure that 200,000 lady bugs released in the Tyler municipal rose garden to kill thrips had themselves perished, while the thrips remained.

Understock experiments with multiflora hybrids obtained with the co-operation of Iowa State College have resulted in a good line of cuttings as well as survival of scions budded on them.

HOMESTEAD NURSERY, 446 Homestead road, Santa Clara, Calif., was recently sold by Evelyn H. Case and Harry H. Rumholz to William X. Norton.

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Ornamental Evergreens
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Pot-Grown
Immediate and Fall Shipment

	Per 100
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3-in. pot	35.00
<i>Juniperus pfitzeriana compacta</i> , 2 1/2-in. pot	25.00
<i>Taxus hicksii</i> , 2 1/2-in. pot	27.50
<i>Thuja elegantissima</i> , 2 1/2-in. pot...	20.00
<i>Thuja pyramidalis</i> , 2 1/2-in. pot...	20.00
<i>Thuja wareana</i> , 2 1/2-in. pot...	20.00
<i>Thuja woodwardii</i> , 2 1/2-in. pot...	20.00
<i>Philadelphus aureus</i> , 2 1/4-in. pot...	17.50

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Plant Patent
No. 1493

A lovely, pink, hybrid tea, very fragrant, prolific bloomer, excellent from bud to full bloom. Foliage is dark green, leathery and glossy.

Wholesale	Each
10 to 19	\$1.40
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100 or more	1.20
Retail: \$2.50, 3 for \$6.60.	

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"TREES for American Gardens," by Donald Wyman

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AMERICAN NURSERYMAN, 343 S. Dearborn St., Chicago 4, Ill.

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Established 1864 : STURGEON BAY, WIS.

A. A. N. BOARD ACTIONS

Activities of the board of directors of the American Association of Nurserymen, at the 81st annual convention held July 15 to 19 at Los Angeles, Calif., have been summarized in the A. A. N. News Letter of August 2 as follows:

The board reviewed in detail the income and expenditures on all A. A. N. accounts, including the transfers of reserve funds from building and loan stock to savings accounts in commercial banks as previously authorized in accordance with recommendations of management counsel. The board approved the statement so submitted.

A suggested budget, prepared by the finance committee for submission to the board of governors by Treasurer Valteau C. Curtis, was revised.

The board approved the recommendation of Mr. Curtis that the A. A. N. become a sponsor of the Bailey Hortorium, Cornell University, Ithaca, N. Y.

The contract of James A. Horton, special counsel, was extended to July 31, 1957.

A special program of membership solicitation for the year 1956-57 was approved.

The board appointed the following committee to serve as the executive committee for the 1957 A. A. N. 82nd annual meeting at Miami Beach, July 21 to 25, 1957: Chairman, Gervin W. Pringle, Florida Nursery & Landscape Co., Leesburg, Fla.; vice-chairman, R. E. Brown, Goochland Nurseries, Pembroke, Fla.; secretary, Joe Perkins, Homestead, Fla.; treasurer, J. H. Popham, Jr., Palmer Nurseries, Osprey, Fla.; additional member, Richard C. Johnson, Seminole Nurseries, Largo, Fla., and ex officio, John Fraser III, Huntsville Wholesale Nurseries, Huntsville, Ala.

The board accepted the report of the convention site committee chairman for 1959, Richard Wyman, Jr., Region I, that Philadelphia, Pa., be designated the convention city for 1959. The report was submitted to the board of governors for confirmation.

The board appointed Valteau C. Curtis treasurer to succeed himself for the fiscal year 1956-57.

The usual resolution controlling expenditures of committees was adopted. The resolution limits such expenditures to \$50 unless previously authorized by the board of directors or the board of governors.

The board approved a policy of opening sessions of the board of governors to nonmembers, provided

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Not Sheared

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Ask for full color
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TOWN JOURNAL, February, 1956:

Rugged euonymus. An upright form of *Euonymus radicans*, developed by the Sarcoxie Nurseries, has proved hardy in all sections of the country. In most sections it will retain its foliage throughout the year. It normally grows 3½ to 4 feet, making a good foundation planting or hedge. Trained on a reinforcing spike it will reach 5 or 6 feet as a specimen plant.

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COMPLETE LINE OF EVERGREENS,
SHRUBS, TREES, VINES AND
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WILD BROS. NURSERY CO.
SARCOXIE, MISSOURI

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1875

a registration fee of \$10 in addition to the normal activity fee be charged to such nonmembers.

The board also took the following negative actions:

On advice of the director of information, the board voted not to appropriate \$1,000 for the support of "Operation Home Improvement." No additional benefits could be foreseen by such an expenditure.

After lengthy discussion on an appeal from the Alabama chapter for financial assistance in a state court case involving the right of that state to levy taxes on nursery stock growing in the fields, the board concluded that since the case applied only to firms in Alabama, it had no value as a precedent, since many other states had previously been involved in similar litigation successfully, thereby establishing numerous precedents, which were helpful in successfully defending the Alabama firm involved, and since several other cases on other matters involving strictly local or state matters were pending and might be submitted to the A. A. N. for financial aid, the appeal from the Alabama chapter should be refused. The board defeated a motion to pay one half of the court costs.

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MN growing grounds contain many temperature variations. Over them all is the warm California sun shining an average 305 days each year at an average daily temperature of 75 degrees.

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PLANT NOTES HERE AND THERE

By C. W. Wood

Thoughts on Fragrance

A recent inquiry on sweet woodruff, *Asperula odorata*, and other fragrant plants brought to mind an incident in an earlier merchandising experience, when I was selling largely by mail and sent out little printed pieces on different plants that we had in some quantities. One spring I found myself with a surplus of sweet woodruff; so I composed a little piece on it and printed it on a hand printing press that I used regularly for such work, stressing the pleasing fragrance of the plant. And the little sales piece did the trick. I suspect that many another small operator, especially the neighborhood or mail dealer, would find the idea workable.

Several plants reputedly have the fragrance of new-mown hay, but the present inquiry will be restricted to two. Of these, sweet woodruff is the one most often mentioned in that connection. Although all new-mown hay does not smell alike, and some kinds (sweet clover, for instance) are offensive to some noses, anything that has earned the reputation for smelling of new-mown hay is sure to attract the attention of most gardeners. Of course, that is one of the charms of sweet woodruff, though its ability to produce a cloud of small, white flowers over a long season is also in its favor, as is its ability to get along in any partly shaded spot which is not desert dry.

Among other plants with the same odor, *Thalictrum glaucum* of southern Europe deserves mention. This is one of the better meadow rue, often neglected in gardens. Well-grown specimens, which are the result of growing them in rich, preferably heavy soil, I believe, may get five feet tall, and are then a beautiful spectacle in July, when they spread out wide canopies of feathery yellow flowers over blue-gray, finely cut foliage.

Another inquiry on the fragrant plantain lily, *Hosta plantaginea* (*Funkia grandiflora*, *F. subcordata* and otherwise), fits into the present subject and will be answered now.

When one sees the way the plant is abused in most gardens, one wonders why it is grown at all. Just because it will persist in dense shade, the idea that it demands an absence

of sunshine seems to have grown up around it. As a consequence, it is often found relegated to the darkest corner, where it usually produces a sheaf of silky, plantain-like leaves, but rarely a flower. Give it a fairly open situation, on the other hand, where it receives the morning sun, and a deep, rich soil that is not too dry, and it is one of the most pleasing plants of late summer, delighting its owner with a long season of showy, waxy white, bell-shaped flowers with a pleasing, penetrating orange fragrance.

Mailing Lists

A recent inquiry for suggestions on building a mailing list started the old

head operating a little more as it should, and it finally recalled the story of a combined florist and neighborhood nurseryman who, years ago, opened up his business system to me during an evening visit. Although I realize that this column is no place for a business article, I beg the indulgence of those who are not interested while a little space is taken for the benefit of the inquirer and, I hope, many others who want to build up a live list of names.

If you have been long in business, you need not be reminded that a mailing list is not, in itself, a business asset. Its value depends, first of all, on the names on the list and on how the list is used. Thus, a list

SUGAR MAPLE—ACER SACCHARUM

Nursery-grown under intensive cultivation.

Fibrous-rooted and excellent trees.

6 to 8 ft.; 8 to 10 ft.; 10 to 12 ft. and 14 ft., good caliper.

ALSO

Silver Maple	Pink Dogwood	Flowering Crab Apple	Fruit Trees
Chinese Elm	White Dogwood	Crape Myrtle	Grapevines

Prices quoted on request: On your truck here, or delivered to you.

SHAHAN NURSERIES

TULLAHOMA, TENN.

COMPLETE WHOLESALE PRICE LIST NOW READY FOR MAILING

LINING-OUT and FINISHED STOCK

**TREES — FLOWERING SHRUBS
PRIVET — VINES — EVERGREENS**

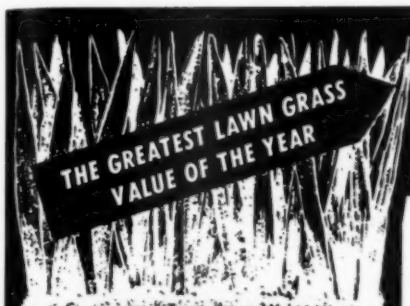
Write for your copy today if not on our mailing list.

**FOREST NURSERY CO., INC.
McMINNVILLE, TENN.**

SEEDS

for the Nurseryman and Forester.
Write for catalog.

**F. W. SCHUMACHER, HORTICULTURIST
SANDWICH, MASS.**



BESTURF BRAND MEYER Z-52 ZOYSIA

2" DIAMETER RICH BLACK LOAM PLUGS
READY FOR RAPID SPREADING—CUT FRESH FOR YOUR ORDER—NOT FROM STORAGE

This amazing grass was developed jointly by the U. S. Government and U. S. Golf Association. It is inspected and certified by the State of Ohio, Dept. of Agriculture, Div. of Plant Industry.

**WRITE, WIRE OR PHONE
YOUR ORDER NOW TO—**

NORTHERN GROWN MEYER Z-52 ZOYSIA

IMMEDIATELY AVAILABLE • ONLY \$50 PER 1000 • F.O.B. TROY, OHIO

**THIS AMAZINGLY LOW COST LETS YOU PROFITABLY MEET THE
EVER-GROWING DEMAND FOR THE WORLD'S FINEST LAWN GRASS**

- **PLUGS ARE GROWN IN RICH BLACK LOAM.** Turf is two years old, plugs are two full inches in diameter—they're fully developed and ready for rapid spreading.
- **BESTURF BRAND PLUGS ARRIVE IN A-1 CONDITION.** Experience has shown the combination of plugs grown in rich black loam and shipped in sturdy, ventilated containers stands the gaff of delivery thousands of miles.
- **IMMEDIATE DELIVERY.** Shipment made the day your order is received—plugs are cut fresh for your order—not from storage.
- **COMMERCIAL PLUGGING TOOL AVAILABLE.**
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BESTURF BRAND BONUS ADVANTAGES

- Chokes out crabgrass—is a natural enemy of weeds.
- Needs little or no watering once established.
- Requires little mowing.
- Stays green during the hottest summer months.
- Can be planted during the entire summer.
- Durable—takes "playground punishment"
- Grows in any kind of soil
- Not grown in the Japanese Beetle Quarantine Zone.

PLEASANT VIEW NURSERIES

The Largest Grower of Meyer Z-52 Zoysia in the Midwest
PETERS AVENUE, TROY, OHIO, PHONE 27094

bought on the market, which may have been assembled by credit bureaus for their own records, by list dealers from telephone directories or otherwise, are of little value in the hands of a plant grower. For instance, how is he, the plant grower, going to get good returns from mailing lists which include a majority of apartment dwellers with room for no more than a rubber plant and no inclination to grow even that in their apartments?

Experience has shown that the only list of value to the vendor of horticultural products is one that has been built up among gardeners, preferably one which the plant grower or plant merchant has accumulated himself over the years. That means work, of course, but most things that are worthwhile call for the expenditure of time or money or both. A really good list should also be something more than a mere collection of names; otherwise, how can one know how to use it intelligently? The dealer referred to in the preceding paragraph combined his mailing list with his order file (rather, he uses his order sheets to help build up a workable list) in such an ingenious way that a brief outline of his method may be helpful to others.

Order sheets are made in tripli-

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Our General Line of SMALL FRUIT PLANTS

Let us quote on your requirements.

L. J. RAMBO'S WHOLESALE NURSERIES
Bridgman, Michigan

SMALL FRUIT PLANTS

Grapes

Currants

Berry Plants

Write for Wholesale Price List

FOSTER NURSERY CO., Inc.
69 Orchard St. FREDONIA, N. Y.

CHRISTMAS TREES

Trimmed
Seedlings — Transplants
Write for list.

HOLLAND TREE FARMS
278 W. 10th St. HOLLAND, MICH.

150,000

DWARF APPLE TREES

All sizes on No. 9.

30,000

CUT-LEAVED WEEPING BIRCH

(Betula alba laciniata)

All sizes up to 10 feet.

Write for Prices

Special quotations for large orders.

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BOWMANVILLE, ONT.,
CANADA

FRUIT TREES

Dwarf and Standard
Send for Wholesale List

KELLY BROS. NURSERIES, INC.
Dansville, N. Y.

NORTHERN-GROWN STOCK

Shipment Sept. 15 to Nov. 1

3-yr. SEEDLINGS

	Per 100	Per 1000
Colorado Blue Spruce		
6 to 10 ins.	\$5.00	\$45.00
4 to 6 ins.	4.50	35.00
Black Hills Spruce		
6 to 8 ins.	5.00	40.00
4 to 6 ins.	4.50	35.00
Norway Spruce		
8 to 10 ins.	4.50	40.00
4 to 8 ins.	4.00	35.00
Mugho Pine (Dwarf Tyrolean Sheared)		
4 to 6 ins.	6.00	50.00
Scotch Pine, Riga		
8 to 10 ins.	4.00	35.00
6 to 8 ins.	3.50	30.00
Austrian Pine		
8 to 12 ins.	5.00	45.00
6 to 8 ins.	4.50	35.00
Ponderosa Pine		
8 to 12 ins.	3.50	30.00
Snowy Mountain Douglas Fir		
6 to 10 ins.	5.00	45.00
6 to 8 ins.	4.50	40.00
American Arborvitae		
4 to 8 ins.	4.50	35.00

4-yr. TRANSPLANTS

Norway Spruce		
12 to 15 ins.	\$18.00	\$150.00
10 to 12 ins.	15.00	120.00
6 to 8 ins.	10.00	80.00
Black Hills Spruce		
6 to 8 ins.	15.00	130.00
4 to 6 ins.	12.00	100.00
White Spruce		
6 to 10 ins.	12.00	100.00
Colorado Blue Spruce		
6 to 8 ins.	15.00	120.00
4 to 6 ins.	12.00	100.00
Scotch Pine, Riga		
12 to 18 ins.	18.00	150.00
Balsam Fir		
12 to 15 ins.	20.00	150.00
10 to 12 ins.	15.00	120.00
6 to 8 ins.	10.00	80.00
American Arborvitae		
12 to 15 ins.	18.00	150.00
8 to 12 ins.	15.00	120.00
Snowy Mountain Douglas Fir		
6 to 10 ins.	18.00	150.00
Ostrich Plume Ferns	8.00	

Write for prices on 10,000 or more.


J. R. PALMER & SON
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ARP ROSES

AARS winners and 100 other popular varieties. In attractive, colorful packages or bare root.

Beautiful shade, productive too! Prolific varieties. Sizes 1 1/2 to 12 feet. In attractive packages or bare root. Get stock list and prices.



PECAN TREES

ARP Nursery Co.
Box 3338-J, TYLER, TEX.

RHODODENDRON

Catawbiense, Maximum, Carolinianum

Kalmia, Hemlock, White Pine
Leucothoe, White Dogwood, Balsam
Cutbacks, Seedlings, Finished Stock

Write for price list.

ANTHONY LAKE NURSERY, INC.
PINEOLA, N. C.

LILACS FOR AMERICA, by Lilac Survey Committee. 30 species, 800 varieties. 48 p. \$1.00 postpaid.

American Nurseryman Chicago 4, Ill.

cate, the original for the accounting department, one carbon copy for the customer and another copy for the advertising department. As the last is the only one we are interested in at the moment, let us follow it to its final destination. When the order sheet reaches the advertising department, the date, amount of purchase and any other pertinent facts are entered on the customer's card in the mailing file, but the order sheet goes to the master file under the customer's name. There it remains until the person's buying habits are established. If he becomes a regular customer, making purchases weekly, fortnightly or at other regular intervals, card and order sheets are removed to the No. 1 file, or preferred list. The names on this list are the ones that get more attention from the advertising department. They receive the store's monthly (sometimes bimonthly) sales letter, featuring new promotions, as well as seasonal merchandise and special bargains. Those in the second group are seasonal customers, such as buyers of bedding plants in spring and pot plants or cut flowers for the big flower days, such as Mothers' day and Christmas. This group is solicited by direct mail only at the times the order file indicates former purchases, generally about five times a year. And, finally, the third group is made up of small-volume customers. They are given a mailing once a year, rarely twice, the time depending on business conditions and the amount and kinds of stock available. Some dealers would think this last group a waste of money, but this merchandiser found that many of the number graduated to the second group and finally some reached the preferred list.

Because the system requires considerable labor, it has to produce good results or it could not be maintained. That it did bring in the sales is shown by the fact that it had been in use for more than 10 years when the interview was made. The first requirement is that the list be kept alive. Therefore, names receiving 10 mailings without a response are ruthlessly discarded. In that way dead names do not long remain on the list. Weeding out of names is done at regular intervals—quarterly in this case. In that way, mailing is kept down to the minimum, yet no live prospects are neglected.

A mailing list of that kind is found useful in many ways. It is especially good for new promotions, and an examination of buying habits, as shown by the order sheets, makes selection of names to be solicited for the new

EXTENSIVE GROWERS OF ...

- FRUIT TREES (also dwarf) SMALL FRUITS
- NUT TREES
- FLOWERING TREES
- SHADE TREES
- SHRUBS
- EVERGREENS
- CALIFORNIA GROWN ROSES
- HEDGES and VINES



Ozark
NURSERY CO. SINCE 1899

All under irrigation. Large mechanical digger assures entire root system. New 95' x 160' cold storage, keeps stock in perfect condition. Visit our nursery and see the superior quality of our stock. Book orders now for Fall and Spring delivery.

White for...
complete Wholesale Catalog with attractive prices

TAHLEQUAH, OKLAHOMA

POTTED LINERS

Taxus Junipers

B&B sizes to trucks only.

HUMPHREYS LANDSCAPE SERVICE
MT. STERLING, KY.

Quality Plants Since 1841

HILLENMEYER
Nurseries
GEORGETOWN, MD. AND OH. U.S. 22 ROUTE
LEXINGTON, KY.



RARE and UNUSUAL BULBS
FREE list on request
GROWERS EXCHANGE, Inc.
FARMINGTON 8, MICHIGAN

COLORADO EVERGREEN SEED—1956 CROP

WESTERN EVERGREENS
Rt. 1, Golden, Colo.

CHIPMAN'S CANADA RED

RHUBARB

WRITE FOR PRICES

KEELER'S GARDENS
SIOUX FALLS, S. D.

merchandise an easy matter. For illustration, if a new insecticide is stocked, a check of the files shows exactly where the literature should go.

The divided mailing list is equally valuable when it comes time for a telephone sales campaign, be the campaign to sell bedding plants in spring, lawn-making material in September, tulips in October or otherwise. It is easy to tell by a check of the mailing list which names should be solicited for the different products; so the apartment house dweller is not asked to buy lawn grass seeds and the man who buys a few geraniums for his cemetery lot is skipped when it comes time to sell the big Thanksgiving chrysanthemums. Although the divided mailing list is used to spread sales appeal in the right direction when the telephone selling campaigns are on, these direct contact efforts go beyond the list and take in all potential buyers in the community of the item or items being featured at the time. Thus, when lawn grass seeds and fertilizers are timely, the sections of the city known for beautiful lawns are covered thoroughly. A girl, working at ordinary speed, can make upward of 200 calls daily.

The idea of the divided mailing list is so elastic that one need not follow the arbitrary divisions mentioned here. Its greatest value, so it seems to me, would be to provide thorough solicitation at the minimum expense for labor, printed matter and postage. It could no doubt be adapted to any line of trade.

Linarias for August Color

A North Carolina reader, in a search for August bloomers, asks for a note on toadflaxes. He has, I think, stopped at a good place for summer-long color and that, of course, includes August. One can, in fact, always look upon a toadflax as being an August bloomer and not be fooled once in a dozen times. This will hold true through a long list of kinds, including *L. aequitribloba* (now called *Cymbalaria aequitribloba* by the learned), *L. alpina*, *L. cymbalaria* (*Cymbalaria muralis*), *L. heptacaefolia* (*Cymbalaria hepaticae-folia*), *L. origanifolia*, *L. pilosa* (a *cymbalaria*, too), *L. repens*, *L. supina* and *L. tristis*. Not only are these August bloomers, but most may be depended upon to produce color from spring until winter. None of the ones named, with the exception of *alpina* and *origanifolia*, can be depended upon to go through one of the severe northern Michigan winters, but all should be safe in

PINK DOGWOOD

1, 2 and 3 years old.

All sizes.

SUPER RED DOGWOOD

12 to 18 ins.	3 to 4 ft.
18 to 24 ins.	4 to 5 ft.
24 to 30 ins.	5 to 6 ft.
30 to 36 ins.	

WHITE DOGWOOD

4 to 5 ft.	6 to 7 ft.
5 to 6 ft.	7 to 8 ft.

EVERGREENS

BROAD-LEAVED EVERGREENS

SHADE TREES

FRUIT TREES

Let us quote you on your needs.

RIVERSIDE NURSERY

WINCHESTER, TENN.

PINK FLOWERING DOGWOOD

OUR SPECIALTY

Also a general line of Lining-Out Stock, Forest Tree Seedlings, Ornamental Shrubs and Trees, Hedge Plants and Vines.

Catalog mailed on request.

Boyd Nursery Co., McMinnville, Tenn.

COMMERCIAL Nursery Co.
ESTABLISHED 1900
Decherd, Tennessee

CANNED PLANTS

Build profits with Wight's container-grown evergreens. Wide assortment, including Ilex, Magnolia, Camellias, Pyracantha. Ask for wholesale list.

Wight NURSERIES CAIRO, GA.

SEEDS

Collectors of Tree, Shrub and Wild Flower Seeds
Crude Drugs and Ornamentals

E. C. MORAN, Stanford, Mont.

Specializing in B&B Evergreens

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LINDLEY NURSERIES, Inc.
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CHASE NURSERY CO.

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NOW READY FOR THE TRADE

SUPER RED DOGWOOD

With its deep red bloom and attractive red foliage in early spring.

3-yr., 5 to 6 ft.	\$5.50
2-yr., 4 to 5 ft.	4.50
2-yr., 3 to 4 ft.	3.50
1-yr., 3 to 4 ft.	2.75
30 to 36 ins.	2.00
24 to 30 ins.	1.50
18 to 24 ins.	1.25
12 to 18 ins.	1.00
6 to 12 ins.	.75

PINK DOGWOOD

7 to 8 ft., B&B	7.50
6 to 7 ft., B&B	6.00
5 to 6 ft., B&B	4.75
5 to 6 ft., B. R.	4.00
4 to 5 ft., B&B	3.75
4 to 5 ft., B. R.	3.00
3 to 4 ft., B&B	2.50
3 to 4 ft., B. R.	2.00
2 to 3 ft., B. R.	1.25

MAGNOLIA GRANDIFLORA

5 to 6 ft., B&B	4.50
4 to 5 ft., B&B	3.50
3 to 4 ft., B&B	2.25
2 to 3 ft., B&B	1.50
18 to 24 ins., B&B	1.00

All plants are sewed with new burlap, liberally graded, firm balls and extra-heavy bushy tops. This is the finest that we have raised. We invite your inspection. Write for complete wholesale price list.

CRIMSON DALE NURSERY

Gerald (Butch) Hawkersmith
WINCHESTER, TENN.



**FINISHED
STOCK and LINERS**

We solicit your inquiries.

**LAIRD'S
NURSERIES**

Route 2
RICHMOND, VA.

5 miles west of city on Broad St. Road

*Better Liners
of the Better Kinds*

BERBERIS Crimson Pygmy
CAMELLIA SASANQUA
FORSYTHIA Beatrix Farrand
FORSYTHIA Lynwood Gold
HYPERICUM Hidecote
MAPLE, Crimson King

Write for Complete Price List.
Jacques Legendre, Pres.

GULFSTREAM NURSERY
WACHAPREAGUE, VIRGINIA



AZALEAS

Broad-leaved Evergreens and a general line of quality ornamentals.

THE TANKARD NURSERIES
EXMORE, VA.

North Carolina and in most sections south of the Ohio, and they usually self-sow even this far north, blooming the first year from seeds. See catalogs for descriptions of the different kinds mentioned.

Jasione

While writing the foregoing paragraph, I kept wondering why more gardeners, seeking for August bloomers, did not use the jasiones. A reading of the jasione literature is rather confusing as to the life of the kinds, and I regret that I cannot clarify the matter, because I am not sure whether kinds like *Jasione humilis*, usually referred to as an annual or biennial, are really monocarpic or are not hardy here. Practically all the kinds tested here, with the exception of the shepherd's-scabious, *J. perennis*, behaved like annuals, biennials or monocarps. Even the one truly perennial kind, *J. perennis*, is rather short-lived, but it is usually self-sowing. The two mentioned, together with *J. montana*, which was little more than a biennial here, are all good July and August bloomers, adding shades of blue to the garden at that time. They belong to the campanula family, but in this case with their flowers in heads, with an involucre and some other characteristics of a composite. None of the kinds mentioned exceeds a foot in stature; so they may be used in many garden situations, in sun or part shade and well-drained soil.

Anthericum Ramosum

I am reminded every summer of the value of *Anthericum ramosum* as a garden plant after watching its admirable behavior under the most adverse conditions and its ameliorating influence in the heavy compositions into which one often runs in garden making. Most of the anthericums that I have had under trial here in northern Michigan are too tender for the winters, and none is really showy as showiness is thought of in gardening circles. But one species, *A. ramosum*, is of more than passing interest and is of real value in border and rock garden because of its lightening influence and an ability to flower most of the summer. It is a nonbulbous member of the lily family. It produces small white flowers with a cluster of conspicuous anthers at the center, on branched, airy stems, which may eventually reach a height of 18 inches. It does well, perhaps best, in light, well-drained soil in full sun, withstanding drought and neglect in a gratifying way. It is to be grown from seeds, which, like many of the

Broad-leaved Coniferous Evergreens

Write for complete price list.

T. G. OWEN & SON, INC.
Columbus Mississippi

LOVELL PEACH PITS

1 to 5 bu.	Per bu. \$3.75
5 to 10 bu.	3.00
10 to 25 bu.	3.45
25 to 100 bu.	3.25

GOODRICH RUBBER BUDDING STRIPS

4-in. length, 3/16-in. width .010 gauge—2800 strips per lb.	Per lb. \$2.75
1 to 10 lbs.	2.37
10 to 50 lbs.	

Ask for quotations on larger quantities.

WAYNESBORO NURSERIES
WAYNESBORO, VIRGINIA

HEAVY, POTTED TAXUS LINERS

From 3-in. pots; potted spring of 1955. Carried under lath with overhead irrigation. Per 100

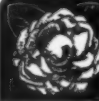
Taxus cuspidata 6 to 10 ins.	\$35.00
Taxus hicksii 6 to 10 ins.	37.50
Taxus media 6 to 10 ins.	37.50

THE LEICHHARDT HILLVIEW NURSERY

Nashville Rd.
BOWLING GREEN, KY.

MORNING STAR NURSERY

Rives, Tennessee
Wholesale Growers
Evergreens, Trees
Deciduous Shrubs, Roses
Send us your want list



**SEMME'S
NURSERIES**

AZALEAS - CAMELLIAS
and other choice evergreens

Wholesale Catalog SEMME'S, ALA.

HOLLY
OVER 300 VARIETIES

Choice Broad-leaved Evergreens

**CLARENDON GARDENS
NURSERY**
PINEHURST, N. C.

CHINESE CHESTNUT TREES

Seedlings only of the Peter Lui strain. In 1-yr. whips, from 6 ins. to 4 ft. Your inquiries invited.

LEELAND FARMS
LEESBURG, GA.

liliaceae, are somewhat slow to germinate, fall sowing being preferable.

Frasera

All fraseras that I know are stately plants, though none is a really outstanding garden plant. The eastern representative, *Frasera carolinensis*, is practically a biennial, scarcely worth the trouble of maintaining stock, but at least one western species, *F. speciosa*, upon which the local name of monument plant has been bestowed, is not only a good garden plant, but is quite spectacular when the top half of its 3-foot single stem (to five feet in the Pacific northwest, it is said) is clothed in cream-colored flowers, spotted purplish, as much as two inches in diameter. Reference to my notes on the plant reveals the fact that we had some trouble keeping it for any length of time, and I find one note saying that it "was probably because of the fact that the material had come from the southern part of its range in California." I also find the conjecture that plants from Montana or Wyoming would no doubt be permanent, though it could be that it is naturally short-lived or may be even more or less a monocarp, for I find no positive statements in the literature regarding its life span. Like many of its relatives in the gentian family, it seems unreliable from seeds, fresh ones being essential for good germination.

BLACK PINE ON SEASHORE

"A few words might be added to the article by Clarence E. Lewis on the use of the Japanese black pine, in the June 15 issue of the American Nurseryman.

"In Victoria, B. C., we have been using this tree as the front line of windbreak on seashore situations in clay soil. It has withstood salt-laden gales as successfully as any other tree for the past 20 years.

"The disastrous frost which hit the northwest November 11, 1955, killed *Pinus thunbergi* outright. While such an unseasonable frost might not occur again for another century, we are now pinning our faith to Austrian pine, which suffered no ill effects from last November's frost and is practically as resistant to salt spray as *Pinus thunbergi* and has considerably more vigor."

W. H. Warren,
Parks Administrator, Victoria, B. C.

NILES NURSERY, 7800 Milwaukee, Niles, Ill., has been purchased by the B. Mattion Construction Co.

MORE OF THE BEST BURFORD HOLLY

1-gal., 12 to 15 ins., 65¢—5-gal., 18 to 24 ins., \$2.00

DEFINITELY THE BEST WE HAVE
EVER GROWN—THESE ARE BUSHY

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Company
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**Heavy Shrubs
Juniper Grafts
Lining-Out Stock
Specimen Evergreens
SNEED NURSERY CO.**

P. O. Box 798
OKLAHOMA CITY 1, OKLA.

KERRIA JAPONICA (Yellow Kerria)

We offer a limited amount of double-flowering Kerria. If interested, send your order now while they last.

2-yr., 2 to 3 ft.,	Per 10	Per 100
well br.	\$4.00	\$35.00
2-yr., 3 to 4 ft.,		
well br.	6.00	50.00

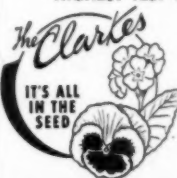
Write for our fall trade list, now ready to mail.

O. H. PERRY NURSERY CO.
Box 545, McMinnville, TENN.

CLARKE'S PANSY SEED

Produces superior plants in separate colors and in mixture for your discriminating customers.

HIGHEST TEST GERMINATION



Write for
illustrated list.

THE CLARKES
BOX 440-A
Clackamas, Oreg.



Azaleas, Camellias
and Magnolias
our
specialties.
Semmes, Ala.



**WE SPECIALIZE IN FINE
Azaleas and Camellias**

Write for Catalog
FLOWERWOOD NURSERY
GREGORY L. SMITH, Owner
Rt. 1, Box 130 MOBILE, ALA.

PEACH PITTS

California Lovell Peach Seed

We supply the leading nurseries of America and also export.

Write for prices.

RUDY BONZI ENTERPRISES

(Successors to Gray Nurseries)
Rt. 4, Box 3115
MODESTO, CALIF.

When it is . . .

TREE PEONIES

It is . . .

**LAKE SAMMAMISH
EVERGREEN NURSERY**

Rt. 1, Box 79
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Nurserymen Stage Exhibits At San Mateo Fiesta

By Walter B. Balch

Each year San Mateo county devotes the largest part of its county fair funds and efforts to the floral fiesta and county fair staged at the fairgrounds at San Mateo, Calif. Since the county is small and its population is suburban rather than rural, it is to be expected that the fair would be largely horticultural in its endeavors. As a result, the ornamental nurseries and florists and flower growers occupy most of the exhibit space and hold the attention of most of the visitors. As a further result, the displays of plants and flowers, both by professionals and amateurs, are on a higher plane than is usually found in county meetings. The 1956 show ran from August 3 through 11.

Three ornamental nursery exhibits were outstanding; two commercial flower exhibits attracted a great deal of attention, and two spectaculars added to the interest. There were many smaller nursery displays which were highly educational.

Peters & Wilson, Millbrae, had one display in the outdoor space and another in the Hall of Flowers. Both displays were liberally sprinkled with ribbons denoting quality of design, of execution and of the specimen plants used throughout. Both followed the same theme, with bamboo walls and roofing for the pergolas, gravel walks and reed furniture. Color was obtained through the use of verbenas and foliage plants.

Outdoor Living Rooms

The Christensen Nursery, Belmont, also had two displays and developed the outdoor living room idea. One display used gravel and concrete walks in alternate strips of each material, giving an effect of distance. The plant materials were perhaps too varied for the homeowner, but not for a hard-hitting effect at a show. The indoor exhibit was partitioned with massive shrubs, so that the attractive play area was separated to some degree from the area to be used for entertaining visitors or for relaxing.

The Nix Nursery, from across the bay, in Castro Valley, had an extremely interesting display, strictly formal, but with such graceful lines and excellent planting that the effect was not stiff. Showing the trend in

garden design, this exhibit, too, used bamboo screening for patio roofing and sidewalls. Concrete blocks were used for walks, showing a new trend. Color in the Nix exhibit was given by well-grown tuberous-rooted begonias, mass plantings of pelargoniums, colorful geraniums and marigolds and pompon chrysanthemums. The background was made up of blue hydrangeas and mixed deciduous trees from some of which were hanging tuberous-rooted begonias and fuchsias in full flower.

Waterfalls

The East Bay Nursery, Berkeley, and the Lyl Nickals Nursery, Hayward, each year compete in a spectacular that fills one side of the building. This year each firm provided a waterfall as the central theme of its section. One waterfall dropped about 50 feet in a straight fall; the other fell in a broken effect. Each sprayed quantities of water into the air, lowering daytime temperatures

and raising the humidity to the benefit of the plants and the people at the show. The Nickals exhibit used less commonly grown plants to provide color. Anthuriums were prominent, as were large and small-flowering orchids. Ferns of many kinds added to the rustic effect. The East Bay Nursery display showed tuberous-rooted begonias in masses, African violets in large clusters and annuals and perennials commonly seen in local gardens to provide color effects.

The California Chrysanthemum Growers' Association had its usual spectacular exhibit composed of chrysanthemums.

The South Peninsula Gardeners' Association led the group of professional gardeners this year in its attractive showing.

The California Nursery Co., Niles, had a terraced garden for senior citizens; plantings in this exhibit were varied. Floral Arts, San Francisco, used a small space for an educational exhibit for the small lot owner. The bay area orchid associations gave the nonorchid growers a treat in perfectly grown blooms of many kinds and colors.

Attendance this year was up again. This is the third consecutive year that there has been such an increase

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PENINSULA ELECTION

Adobe Creek Lodge was the scene of the picnic of the Peninsula chapter of the California Association of Nurserymen August 8. R. D. Hartman, Leonard Coates Nurseries, San Jose, was baseball commissioner for the annual contest between the nurserymen, captained by George Furuchi, Los Altos Nursery, Los Altos, and the Parasites, garden supply jobbers, captained by Jack Delehanty, Bandini Fertilizer Co., San Jose. A careful audit by the scorekeeper, Mrs. Joe Schenone, Pacific Nurseries, Colma, indicated a slight margin of runs in favor of the nurserymen at the end of the "official" seven innings. The Parasites gave up "customer ball" and did better in the two unofficial innings that followed.

About 150 members, guests, wives and children attended the steak barbecue after the baseball game.

In a short business meeting, William E. Schmidt, Schmidt Nursery, Palo Alto, announced the report of the nominating committee for 1956-57 chapter officers, as follows: President, John Coulter, Coulter's Nurs-



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ery, San Carlos; vice-president, Charles J. Burr, California Garden Supply, Palo Alto; secretary, Charles Charles Zeek, Ferry-Morse Seed Co., Mountain View, and treasurer, incumbent Herbert Plath, H. Plath & Sons, San Francisco. Three new directors will be Jack Christensen, Christensen Nursery Co., Belmont; Itsuo Uneka, Cupertino Nursery, Cupertino, and Paul Von Kempf, Pacific Nurseries, Colma. President Walter Borchers, W. B. Clarke & Co., San Jose, announced that this slate, adopted unanimously at the meeting, would be installed at the October meeting. C. J. B.

OREGON NOTES

Frank Mackaness, Portland General Electric Co., and an associate member of the O. A. N., recently attended a hearing of the Oregon state board of agriculture. Discussed at this meeting was a proposal by the board concerning the appointment of the state director of agriculture whereby the director would hereafter be appointed by the board instead of by the governor of the state. The matter is still under consideration by the governor and, if approved by him, would probably be included in his message to the 1957 legislature as a matter for its attention.

A full-page article appeared in the Oregon Journal Northwest Living magazine section on July 29 concerning canned ornamentals. The article was on the desirability of purchasing canned ornamentals for summer use and was illustrated with half-tones of photographs taken at the following nurseries: George's Garden and Sharp's Nursery, both of Portland, and Arnold's Nursery, Milwaukie, Ore. C. H. P.

O. A. N. BOARD MEETING

The board of directors of the Oregon Association of Nurserymen met at the Portland Wholesale Nursery Co. the evening of August 8. Present were President Melvin Surface, Surface Nursery, Gresham, Ore.; Paul Van Allen, first vice-president and treasurer, Portland Wholesale Nursery Co.; Joe Klupenger, second vice-president, Klupenger Nursery, Portland; trustee, James Doty, Doty & Doerner, Portland; Pete Nuffer, Mountain View Nursery, Gresham; A. Lynn Brooks, Carlton Nursery Co., Forest Grove; executive secretary, Charles H. Potter, Milwaukie; and committeemen, Bob Snodgrass, Esch Nursery, Portland, and Bob Mullison, A. McGill & Son, Fairview.

Principal business of the meeting was to make final preparations for the convention at Gearhart, September 10 to 12. Bob Snodgrass, chairman; Lynn Brooks; Joe Klupenger, and Melvin Surface constitute the convention committee. Two or three speakers will be on the program, and James Doty is to conduct a panel discussion on problems of the industry. There will be a beach party, cocktail party, ping-pong tournament, golf tournament, swimming in a heated pool, horseback riding, horseshoe tournament, dancing and free bingo. Dignitaries of the industry on the Pacific coast are being invited to attend.

Paul Van Allen reported that the entertainment for the A. A. N. members who arrived in Portland on July 11 had been a big success. He reported that there would be a rebate to those who helped finance the event.

Pete Nuffer reported that everything is in order for an exhibit by the O. A. N. at the Pacific international livestock exhibition this fall. This will be a feature display by special invitation to show what the nursery industry does in the area.

C. H. P.

OAK BAN

By a decree of the Italian government, the importation and transportation of seeds and plants of any species of American oaks are expressly forbidden. Also banned is oak wood, unless treated by a preservative. The measure is an attempt to exclude Chalara quercina (oak wilt) from Italy.

H. W. D.

HOLLISTER BROS. NURSERY, Costa Mesa, Calif., recently opened a new self-service nursery, the Color Corner, at the Mesa Center.

CONSTRUCTION of a new retail sales outlet at 1140 North Mountain avenue, Ontario, Calif., has been undertaken this season by Armstrong Nurseries.

VINCENT'S NURSERY opened for business recently at 163 South Mountain avenue, Upland, Calif. Owners are Mr. and Mrs. Vincent Vernaci, and the manager is Ralph Rabage.

CONSTRUCTION of a nursery at the Bel Aire shopping center on the Tiburon peninsula, California, was begun recently. The nursery will be operated by Clayton Romlar, who operates the Pink Shutter Nursery, Sausalito, Calif.

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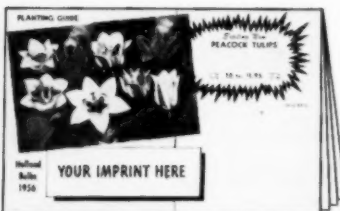
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Suggestive Selling

By Hollis Gray

I wish to give ideas on suggestive selling—and how to get your salesmen to do it. All of us realize the importance of real selling. If your salesmen are just order takers and do not use real sales effort, my guess is that you are in financial difficulties.

How do we get our salesmen to sell? Only by having management constantly remind them that selling is their job. It's natural for all of us to follow the course of least effort—to become order takers.

The one idea which has helped us more than any other in selling merchandise is the "Question of the Day" program. Periodically we give a slip of paper to each salesman which reads something like this:

NOTICE TO ALL SALESMEN

Ask all customers one or more of these questions:

1. Did you notice the large blooming Clematis henryi?
2. I want you to see the new Toro power handle.
3. Do you want to smell something that is really fragrant?
4. Did you see our display of cymbidium orchids? These can actually be grown outdoors in partial shade.
5. Here is a block of nursery stock we are really proud of.

Turn in this slip Sunday p. m., indicating approximately how many of each item you sold as a result of your questions or statements.

Different questions or statements are framed for each week. The salesmen are actually surprised how easy it is to do suggestive selling. We usually use the question procedure only on Saturday and Sunday. However, I have noted a carry-over throughout the week.

To break the monotony of the question procedure, we occasionally have selling contests where we take advantage of the competitive spirit. Sometimes we offer a commission for selling certain specified items. In other words, we try to make selling a game.

During the war I was in the Marine Corps. I could spend considerable time telling you all the things wrong with the corps. One thing I would also, in honesty, have

Talk given by Hollis Gray, Cottage Nursery, Vallejo, Calif., on "Suggestive Selling," at the recent California nurserymen's refresher course held at California State Polytechnic College, San Luis Obispo.

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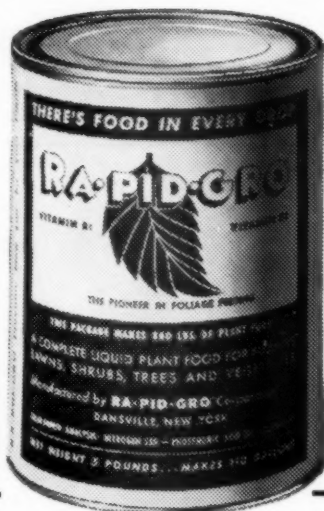
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Spraying or Dipping in RA-PID-GRO Before Storage Cuts Losses — Increases Profits Next Spring

You fellows will soon invest a lot of money digging, trimming and grading nursery stock. Holding it in your storage will cost a lot more money. But what a big percentage of those plants will only be good for the brush pile by next spring! Invoices for your late shipments will have "Sold Out" written all over them, while the brush pile eats up your profits.

Make This Simple Test at Our Expense

Soak the roots of your trees and shrubs before packing them in the bins in the storage. Then, after krauting them in, and before krauting roots on the sides, spray the kraut and roots with RA-PID-GRO.

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Another important item is that if your stock will not peel at budding time, just spray it with RA-PID-GRO—1 pound to 20 gallons of water. Wet all foliage well. In 24 hours start budding and they will pop open for you. (It might take two feedings for some stock—if so, feed same amount next day.)

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The Original Liquid Plant Food

to tell you is that when the chips are down the Marines act as a team. Somehow it has been possible to instill in Marines the pride of belonging, the importance of their job. To be successful in a nursery operation, we must instill in our employees a comparable spirit: Pride in the organization; pride in the job and a spirit of teamwork.

Spirit Needed

A nurseryman friend of mine told me several years ago that a particular employee was one of his most valuable men. Just a few weeks ago he told me he discharged this particular employee. Why?—Because he had lost his spirit and was no longer a part of the team.

The money an employee is paid and conditions under which he works are both important. However, even more important is the personal satisfaction which the individual gets from his job.

Here are the two points I wish to make: 1. We must continually remind our employees to do suggestive selling. 2. Any sales promotion depends on the cooperation of salesmen. The biggest challenge that management has is to see that the employees get personal satisfaction from their work.

Mr. Nurseryman:

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1 Sell your customers specimen size plants in California redwood plant tubs. Profitable? You bet!

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Strong, 2-yr. branched transplants with nice ball of soil.

4 to 6-in. transplants, 15c.

Send for list of rare plants.

ALANWOLD NURSERY
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AZALEA LINERS, DELIVERY NOW.

Out of 2-in. pots: *Amoena coccinea*, Coral Bella, Carmen, Delaware Valley White, hinodegiri, Herbert, Paestrina, Rose Bud and Snow.

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Prices on pot-grown and flat-grown Azaleas, \$14.00 per 100, \$125.00 per 1000.

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Choice plants, bed-grown, irrigated, compact and well shaped. The growing of fine Azaleas is our business, not a sideline. Send for our list today.

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Place your orders now for fall or next spring deliveries.

The new Durham Everbearing and off season red Raspberry, also Latham (mid-season), Gaitneau (very early) and September Everbearing.

Prices on Durham, up to 3/16-in., \$55.00 per 1000; 3/16 to 1/4-in., \$65.00 per 1000; 1/4-in. up, \$75.00 per 1000.

Latham, Gaitneau and September Everbearing, up to 1/4-in., \$65.00 per 1000; 1/4-in. up, \$75.00 per 1000.

New Amber yellow Raspberry, very sweet; medium size, \$75.00 per 1000; large, 1/4-in. up, \$95.00 per 1000.

All above priced F.O.B. No charge for packing.

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25,000 2-yr., No. 1, mostly extra heavy, 5c to 7 1/2c per plant, if you take them all and dig them yourself. Will let go for 20,000. Will furnish tractor and operator free of charge for digging.

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DORMANT STRAWBERRY PLANTS

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Virus-free. Write for list of varieties and prices or phone Fillmore 4-6732, Chattanooga, Tenn.

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CHESTNUTS

SEED CHESTNUTS

Castanea mollissima, fall 1956 crop, 35c per lb., F.O.B. Trappe, Md.

COMPTON FARM

c/o M. Arensburg, agent
1404 1st. Natl. Bank Bldg., Pittsburgh 22, Pa.

EVERGREENS

EVERGREEN LINERS AND CUTTINGS

POT-GROWN AND TRANSPLANTS

Sprayed with Parathion 3 times annually. Potted in special clay peat fertilizer mixture. Grown in open lath house or outside frames. No light, soft greenhouse-grown stock.

Each, 100 1000

Arborvitae, American, dark green, 1-yr., 6 to 7 in., \$0.27 \$0.25

Arborvitae, globe woodwardi, 1-yr., 5 to 6 in., .27 .25

Arborvitae, pyramidalia, 1-yr., 5 to 6 in., .27 .25

Juniperus pfitzeriana armstrongii, 1-yr., 4 to 5 in., .27 .25

Juniperus chinensis pfitzeriana, 1-yr. pots, 6 to 7 in., .27 .25

Juniperus chinensis pfitzeriana, 2-yr. pots, 6 to 7 in., .34 .32

Juniperus glauca hetzi, 1-yr., 6 to 7 in., .27 .25

Taxus canadensis, 2-yr., 6 to 9 in., .34 .32

Taxus media compacta, spreading, 2-yr., 6 to 9 in., .34 .32

Euonymus alatus compactus, 2-yr., 6 to 7 in., .22 .20

Korean Boxwood, 1-yr., 3 in., .22 .20

Viburnum, leather-leaved, 2-yr. pots, 6 to 9 in., .37 .35

Viburnum burkwoodii, 1-yr., 4 to 5 in., .22 .20

HEAVY ROOTED CUTTINGS

From flats, growing outside in lath house.

Ready for delivery now.

These extra hardy, outside-grown cuttings can be potted any time, spring, summer, fall.

No soft greenhouse-grown stock.

Boxwood, Korean, hardy, 3 in., \$0.11 \$0.10

Euonymus alatus compactus, 2 to 4 in., 2-yr., branched, .09 .08

Juniperus glauca hetzi, 5 in., .13 .12

Juniperus chinensis pfitzeriana, 6 to 7 in., .13 .12

Arborvitae, pyramidalia, 5 to 6 in., .13 .12

Arborvitae, globe, 4 to 5 in., .13 .12

Arborvitae, American, dark green; 5 to 6 in., .13 .12

Taxus hicksii, 5 in., .13 .12

Taxus intermedia, 3 to 4 in., .13 .12

Taxus cuspidata, 5 in., .13 .12

Taxus canadensis, 4 to 5 in., .13 .12

Taxus media, 3 to 4 in., .13 .12

Taxus hatfieldii, 3 to 4 in., .13 .12

Taxus brownii, 3 to 4 in., .13 .12

Terms: 2 per cent discount, PACKING AND BOXING FREE for cash with order. Our stock guaranteed 100 per cent satisfactory or return within 6 days for full refund, plus full shipping charges paid.

250 plants of each variety at 1000 rate.

MIAMI NURSERY CO.

Tipp City, O.

EVERGREENS

Blue Hetz Juniper, 6 to 8 in., bare-root .07

Pfitzer Juniper, 6 to 8-in. bands, .14

Spreading Jap. Few, 6 to 8-in. bands, .20

DECIDUOUS, BARE-ROOT

Blue Spiraea (Caryopteris), 8 to 12 in., .03

Buddleia, best blue, 6 to 10 in., .06

Buddleia, best red, 6 to 10 in., .06

Buddleia Snowbank, 6 to 10 in., .06

Chinese Beauty-Berry (Callicarpa dichotoma), 6 to 10 in., .03

Chinese Privet, 6 to 10 in., .03

Regels' Privet, 6 to 10 in., .03

Forsythia Lynwood Gold, 6 to 10 in., .07

Forsythia Spring Glory, 6 to 10 in., .04

Forsythia Arnold's Giant (new dwarf), 4 to 5 in., .10

Weigela Eva Rathke, 4 to 5 in., .06

BROADLEAFS

Euonymus coloratus, 8 to 10 in., .03

Euonymus patens, small, large or medium leaf, 6 to 10 in., .04

Texas (purple-leaved) Honeysuckle vine, 6 to 8 in., .05

Variegated leaf Honeysuckle vine, 4 to 6 in., .06

Less than 300 total order, add 2c per plant.

MCINCH GREENHOUSES

St. Joseph, Mo.

EVERGREENS, CONTAINER-GROWN

8 to 15 in., 3-yr. Each, 100 1000

Andorra Juniper .05 \$0.50

Meyer Juniper .55 .50

Spiny Greek Juniper .55 .50

Silver Juniper .55 .50

Savin Juniper .55 .50

Truck pickup.

*LINING-OUT STOCK, BED-GROWN

Irrigated Each, 100 1000

Pfitzer Juniper, 3-yr., 7 to 9 in.; heavy .06 \$0.18

Pfitzer Juniper, 2-yr., 6 to 8 in., .14 .12

Pfitzer Juniper (glauca), 2-yr., 6 to 8 in., .14 .12

Andorra Juniper, 1-yr., 7 to 8 in., .08 .07

*Above excess stock from our propagation. Priced for quick sale. Cash, please.

ERNEST MILLER NURSERY

16453 State Rd. North Royalton, O.

EVERGREEN SEEDLINGS, FALL 1956

Variety Per 100 Per 1000

Arborvitae, American, 3 to 5 in., \$3.00 \$29.00

Fir, Colorado Silver, 4 to 5 in., 3.00 29.00

Fir, Colorado Douglas, 2 to 4 in., 3.00 29.00

Fir, Colorado Douglas, 4 to 6 in., 3.50 25.00

Cedar, Eastern Red, 4 to 8 in., 5.00 40.00

Cedar, Platte River Red, 2 to 4 in., 3.50 25.00

Cedar, Colorado Silver, 2 to 4 in., 4.00 30.00

Cedar, Austrian, 4 to 6 in., 3.50 25.00

Pine, Dwarf Mugho, 2 to 4 in., 3.50 25.00

Pine, Scotch, 4 to 8 in., 3.50 25.00

Pine, Ponderosa, 4 to 6 in., 3.00 20.00

Spruce, Black Hills, 4 to 6 in., 3.50 25.00

Spruce, Engelmann, 4 to 6 in., 3.50 25.00

Spruce, Colorado Blue, 2 to 4 in., 3.50 25.00

Spruce, Colorado Blue, 4 to 6 in., 3.50 25.00

Spruce, Norway, 4 to 8 in., 3.50 25.00

Postpaid. Cash, please.

C. WILSON'S NURSERY, PEMBINE, WIS.

B & B STOCK IN VIRGIN TOP SOIL

Globe Arborvitae, 15 to 18 in., \$2.00

American Arborvitae, 3 to 3 1/2 ft., 2.75

Pyramidal Arborvitae, 3 1/2 to 4 ft., 3.00

Golden Biot, 18 to 24 in., 3.25

Ilex Rotundifolia, 18 to 24 in., 3.25

Pfitzer Juniper, 18 to 24 in., 2.00

Armstrong Pfitzer, 15 to 18 in., 2.75

Compact Pfitzer, 18 to 24 in., 2.50

Hetz Glauca Juniper, 18 to 24 in., 2.25

Taxus, andersonii and hicksii, 18 to 24 in., 4.00

Choice shrubs (B&B) .175

Quality stock well trimmed and carefully grown. Write for complete list.

HILL PARK NURSERY, Center Point, Ind.

COLORADO BLUE SPRUCE

500 4 to 8 ft., well-branched; high percentage of blue. Many "shiners." Transplanted 3 to 4 times. You dig them. Row-run, from \$4.00 to \$6.00 per tree per row.

Also 350 Black Hills Spruce, priced right.

RAY NASH

4975 Grand River Rd. Owosso, Mich.

TAXUS, TRANSPLANTS, 6 TO 8 IN.

Cuspidata .15c

Media brownii .20c

Media hicksii .15c

Send for list of unusual plants.

Free packing.

ALANWOLD NURSERY

Neshaminy, P. O. Bucks Co., Pa.

EVERGREENS			
Scotch Pine, 2-yr., 4 to 8 ins.	100	1000	\$3.50 \$20.00
Scotch Pine, 3-yr., 5 to 9 ins.	100	1000	7.00 35.00
Scotch Pine, 2-1/2, 10 to 20 ins.	100	1000	12.00 65.00
Red Pine, 2-yr., 2 to 4 ins.	100	1000	3.50 20.00
Red Pine, 3-yr., 2 to 4 ins.	100	1000	6.00 30.00
Austrian Pine, 2-yr., 3 to 6 ins.	100	1000	3.50 20.00
Austrian Pine, 3-yr., 6 to 12 ins.	100	1000	6.00 30.00
Norway Spruce, 3-yr., 3 to 5 ins.	100	1000	3.50 20.00
Norway Spruce, 3-yr., 6 to 14 ins.	100	1000	7.50 40.00
American Arborvitae, stocky well-branched trees, 3-yr., 4 to 9 ins.	100	1000	6.00 30.00

FALL 1956, SPRING 1957 LINERS FOR FIELD			
1-yr. transplants	Per 100	Per 1000	
2000 Taxus hispida	\$0.22	\$0.20
1000 Taxus capitata C.28	.25
2-yr. transplants			
1000 Juniper, Andorra28	.25
4000 Taxus cuspidata30	.28
5000 Taxus hispida30	.28
3-yr. transplants			
2000 Taxus capitata C.45	.40
2000 Taxus hispida40	.38

DRAPER'S NURSERIES
G-4342 Branch Rd. Flint 6, Mich.

EVERGREENS
Finished stock in landscape sizes. 30 acres of general nursery stock, Junipers (22 varieties), Arborvitae, Spruce and Pine. Broadleaf Evergreens in Euonymus, Japanese and American Holly, Julianae and Mentor Barberry. Lot of Redbud, Dogwood, clump Birch and shade trees. Thousands of flowering shrubs in variety and sizes. We extend you a special invitation to come and select your needs at prices you can afford to pay.

SPRING NURSERIES			
Box 128, Benton Rd.,	Flint 6, Mich.		
Phone 985			
PIERIS JAPONICA (ANDROMEDA)			
2-yr., peat bed, 4 to 6 ins.	100	1000	
TT.			
2-yr., peat bed, 3 to 4 ins.	100	1000	\$30 \$250
TT.			
(These plants are well branched with 2 to 5 leaders.)			
1-yr., branched, T.	10	90	
1-yr., seedlings	8	75	

SHEARED HEMLOCKS
Wholesale or retail quantities. Sizes 2 to 6 ft.; 90 per cent are specimen quality.

NURSERY-GROWN Mountain Laurel, up to 3 ft.; Yew, hybrid Rhododendrons, Juniperus hetsi and many other items of interest to landscapers. Carload quantities if desired. Send a card or telephone for road instructions as road construction is in progress and the detours are annoying.

HIGHLAND GARDENS, H. 3, Franklin, Pa.
Phone OH City 5-7882

B&B EVERGREENS, CERTIFIED
Nursery-grown transplants. Specimens, hedges, windbreaks, screenings. Carefully dug.

Red Pine, Scotch Pine, Norway Spruce, White Spruce. All sizes.

Visit or write for prices and discounts.

HARVARD TREE FARM
Pleasant St. Athol, Mass.

Fine, strong rooted cuttings, \$5.00 per 100, \$75.00 per 1000. Pfitzer's Juniper, Globe Arborvitae, Taxus cuspidata, capitata and hispida; Ilex microphylla, Laland's Firethorn, Pieris japonica, Leucothoe catesbaei, Pieris japonica, 2-yr. transplants, 8 to 8 ins., 20c; 8 to 10 ins., 25c; 10 to 15 ins., 35c. Peat ball, Pachysandra, rooted cuttings, \$4.00 per 100, \$35.00 per 1000. Westwood Gardens, 54 Lane Ave., Caldwell, N. J.

EVERGREENS
Hemlock, 18 ins. to 6 ft.
Balsam Fir, 1 to 4 ft.
Scotch Pine, 3 to 5 ft.
Austrian Pine, 2 to 4 ft.
White Pine, 2 to 5 ft.
Black Hills Spruce, 18 ins. to 3 ft.

Write for complete list.

SUNNYBROOK NURSERIES
R. D. 2 Callicoon, N. Y.

CHRISTMAS TREES
4500 Scotch Pine trees, 5 to 8 ft. These are sheared and are good color.
1200 Norway Spruce, 4 to 6 ft. To sell B&B.

W. A. SWIFT NURSERY
R. D. 5 Greenville, Pa.

NORWAY SPRUCE
400 4 to 7 ft.
SHEARED

CLOSING OUT
MAKE ME AN OFFER

THE REFLOGLE NURSERIES
1203 Prairie Ave. Goshen, Ind.
Phone 3-2058

EVERGREENS, B&B

400 Andorra Juniper, 18 to 24 ins. Each \$2.25
200 Andorra Juniper, 3 to 2 1/2 ft. 2.50
300 Am. Arborvitae, 4 to 5 ft. 3.25
1000 Hets glauca Juniper, 18 to 24 ins. 2.25

These are nice. Come and see them. Order early, please.

WHERRY'S NURSERIES, St. Marys, W. Va.

EVERGREENS, ROOTED CUTTINGS

Berckmans' aurea nana \$6.00 \$50.00
Woodward globe 6.00 50.00

Write for complete list of rooted cuttings and lining-out stock.

FLOWERWOOD NURSERY, INC.
P. O. Box 185 Cairo, Ga.

PIERIS JAPONICA (ANDROMEDA)

1-yr., T, 2 to 3 ins. Per 100 Per 1000
Seedlings, 1 to 2 ins. \$2.00 \$75.00

PLANE VIEW NURSERY
West Rd. Newport, R. I.

ANDORRA JUNIPER LINERS

Field-grown, 8 to 12, T. Per 100 Per 1000
\$17.00 \$165.00

We have only a few thousand to offer this fall.

WHERRY'S NURSERIES, St. Marys, W. Va.

TAXUS CAPITATA
Strong 2-yr. seedlings, seeds sown lightly, plants grown with plenty of room in beds.
\$15.00 per 100, \$125.00 per 1000

C. HOOGEENDOORN NURSERIES
Newport, R. I.

2000 LIGUSTRUM LUCIDUM
Green, bushy, 18 to 20 ins., \$1.40 each, you dig; 30c extra B&B.

SNOW'S NURSERY
Phone 2-6951 Charlottesville, Va.

PIERIS JAPONICA
Out of 2-in. pots, \$17.50 per 100, \$150.00 per 1000. P.O.B. Elizabeth, N. J.

DELAWARE VALLEY NURSERY
948 N. Broad St. Elizabeth, N. J.

FRUIT AND NUT TREES

CRAB APPLE AND FLOWERING PEACH LINERS ARE SCARCE ITEMS.

For fall delivery, we offer Flowering Crab Apple, Flowering Peach, purple-leaved Plum, Dogwood, pink and white flowering, and many others.

Fruit tree liners: Apple, Peach, Pear and Plum. Hundreds of customers are pleased with our liners, so write for prices if not on our mailing list.

GLOBE NURSERIES
"Economy Headquarters"
Box 249 McMinnville, Tenn.

Small Ads Do Great Things in the American Nurseryman Classified Section.

GROUND COVERS

HARDY MYRTLE (VINCA MINOR)
Prepaid prices. Rooted runners.

	Per 105	Per 210
Blue	\$4.00	\$ 7.00
Blue shades (from seed)	5.00	9.00
Bowles' Blue	6.00	11.00
White	7.00	...
Reddish Purple	8.00	...
Blue (leaves variegated ivory), 60c each.		
White (leaves var. golden yellow), 1.00 each.		
Mixed seeds, with cultural instructions, 75c for \$1.00.		

GOLDEN ACRES NURSERY (2)
Shippahewa, Ind.

VINCA MINOR.
(Periwinkle, running Myrtle)

Tops in ground cover. Fresh, hand-clumped, 18 to 25 canes. Shipped in sphagnum and ventilated cartons. \$50.00 per 1000.

ENGLISH IVY (HEDERA HELIX)
Husky, bare-root, \$55.00 per 1000.
Pachysandra, \$55.00 per 1000. Honey-suckle, vining (Japonica halliana), \$45.00 per 1000.

H. C. WAUGH Gallipolis, O.
Phone 992R1

VINCA MINOR (HARDY MYRTLE)
The perfect ground cover

	Per 100	Per 1000
Division liners	\$1.00	\$ 2.00
Medium crowns	5.00	25.00
Heavy crowns	5.00	40.00
Clumps, 10 to 20 leads	6.00	50.00

Write for our new 24-page catalog.

LOWELL H. MCGEE NURSERIES
P. O. Box 341 McMinnville, Tenn.
Phone 3351

GROUND COVERS
For summertime landscaping

EUONYMUS F. coloratus, 2 1/2-in. pots, 1-yr. PACKED IN PEAT POTS. Ready to plant.
\$12.50 per 100, \$110.00 per 1000.

CUNNINGHAM GARDENS, INC.
Waldron, Ind.

Hardy Myrtle (Vinca minor), plants with 20 leads or more and good roots, \$5.00 per 100, \$45.00 per 1000. Cash. Samuel I. Minder, 305 Euclid Ave., Lancaster, Pa.

PACHYSANDRA TERMINALIS
Strong 1-yr., field-grown, \$55.00 per 1000.

HILLCREST GREENHOUSES, Franklin, Pa.

WE HAVE A SURPLUS
of several thousand
EUONYMUS RADICANS COLORATUS.
2-yr. transpl. for the special LOW PRICE of \$15.00 per 100. They are the 30c grade with excellent roots and runners. Order SOON to save money on this special offering. We also have about 10,000 MYRTLE (Vinca minor) for this fall. Our usual high quality. \$50.00 per 1000. ORDER EARLY.

ALL P.O.B.

MOHLE MEADOWLAND NURSERY
Great Meadows, N. J.

HARDY PLANTS

BLEEDING HEARTS
PEONIES AND DAY LILIES

ROBINSON GARDENS, SCOTTS, MICH.
Since 1915

HELLEBORUS NIGER
(Christmas Rose)
Our own grown,
3-yr. transplants
\$50.00 per 100.
\$450.00 per 1000.

C. HOOGEENDOORN
Turner Rd. Newport, R. I.

ASTER FRIKARTI Per 100
Strong rooted cuttings \$12.00

LYTHRUM MORDEN'S PINK
Strong rooted cuttings 6.00

PLANE VIEW NURSERY
Newport, R. I.

America's best source for Hardy Plants is
THE WAYSIDE GARDENS
Mentor, Ohio
Write for Trade List.

SEND FOR LIST
of IRISES and HEMEROCALLIS.
Over 100 new and favorite varieties listed.
HURLEY NURSERY, PAINESVILLE, O.

Pansies, perennials and rock plants in wide variety. Send for catalog.

PITZONKA'S PANSY FARM & NURSERY
Bristol, Pa.

WELLER'S BETTER PERENNIALS
WELLER NURSERIES CO., Holland, Mich.
Write for trade list.

HOLLY

ILEX ROTUNDIFOLIA Per 100
2 1/2-in. pots \$12.50
3-in. pots 15.00

ILEX CRENATA BULLATA 10.00
2 1/2-in. pots

WELCH BROS. NURSERY, INC.
Wilmer, Ala.

ILEX OPACA
Clark, Manig, Mae, Parage, Osa, Arden,
2 1/2-in. pots, 4 to 6 ins., \$45.00 per 100.
Hookstraw (old heavy berry), 2 1/2-in. pots,
4 to 6 ins., \$65.00 per 100.

SPLIT ROCK NURSERIES
218 Fairview Ave. Paramus, N. J.

HONEYSUCKLES

HONEYSUCKLES
Lonicera japonica halliana, extra-heavy No. 1, 3 and 4-yr., 18 to 24-in. field plants. 3, 4 to 6 leads, \$40.00 per 1000; lighter grade, \$30.00 per 1000; sample 100, \$4.00. Experienced labor for grading and packing quantity orders. Immediate shipment. No order too large. Phone: 500W5.

ROBINSON NURSERY CO., Greenville, Ga.

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TALL BEARDED IRISES Per 100
Aline, light blue \$ 5.00
Blue Triumph 5.00
Brown Stain 12.00
Chantilly 10.00
China Maid 7.00
Crystal Beauty 5.00
Elkhart, red-brown 5.00
Frosted Glass 8.00
Golden Hind 5.00
Grand Canyon, blend 8.00
Great Lakes 7.00
Gypsy, variegata 10.00
Jake, white 8.00
Miss California 8.00
Mulberry Rose 7.50
Ola Kala 10.00
Paulette, blue 5.00
Ranger, red 15.00
Sable 10.00
Snow Flurry 10.00
Tea Rose 10.00
Three Oaks 10.00
Titan Lady, white, red beard 7.50
Violet Symphony 8.00
Wabash 8.00

50 at 100 rate. Minimum order \$5.00.

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DODSON'S GLADIRIS GARDENS
Godfrey, Ill.

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SURPLUS IRISES, BARGAIN PRICES
Berkeley Gold, Elsa Sass, Frieda Mohr, Calif. Gold, Master Charles, Pink Satin, Tiffania, \$1.50 per 10, \$10.00 per 100. Azure Skies, Blue Rhythm, Copper Lustre, City of Lincoln, Elmhurst, Golden Spike, Great Lakes, Lady Mohr, Los Angeles, Ola Kala, Painted Desert, Snow Flurry, Prairie Sunset, Red Dominion, Rocket, Spun Gold, The Admiral, Wabash, \$1.75 per 10, \$12.00 per 100. Blue Shimmer, Bryce Canyon, Cascade Splendor, Daybreak, Desert Song, Mulberry Rose, \$2.00 per 10, \$15.00 per 100. 5 at 10 rate, 25 at 100 rate. Send for list.

HURLEY NURSERY, PAINESVILLE, O.
Choice Irises, last call! 10 Dykes medal winners, including Cherie, labeled, \$3.00, 20 varieties, 5 each, labeled, \$8.00 per 100. 50 varieties, unlabeled, \$5.00 per 100.
Cedar Nook Gardens, Olton, Tex.

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HEDERA HELIX (ENGLISH)
Per 100 Per 1000
2½-in. pots, 2 per pot.....\$12.80 \$110.00
Rooted cuttings.....5.00 45.00
HEDERA HELIX GRACILIS (BALIC)
2-in. pots.....15.00 135.00
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BALIC IVY
Hardest Ivy. Fine for wall or ground cover. True stock. Well-rooted plants. Delivery now or later, 25 per cent down to reserve.
2-in. pots, \$12.00 per 100, \$110.00 per 1000.
STRATFORD GARDENS
Russell Breece, Mtd. Rt. 9 Delaware, O.

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LINING-OUT STOCK
Per 100 Per 1000
Taxus capitata, 1-yr. S.....\$ 5.00 \$40.00
transplants, 1-yr. S.....6.00 50.00
2-yr. S.....10.00 90.00
Pot-grown grafts, shipping now. Per 100
Acer polymorphum atropurpureum.....\$75.00
Betula laciniata (Cutleaf Birch).....60.00
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Cornus florida rubra Prosser.....65.00
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Pinus cembroides.....60.00
Retinospora obtusa gracilis.....50.00
Viburnum carlesii.....50.00
Viburnum fuddi.....50.00
Viburnum burkwoodi.....50.00
Special prices on large quantities.
VERKADE'S NURSERIES, Wayne, N. J.

LINING-OUT STOCK

LINING-OUT STOCK
Each, 100 1000
Ilex convexa, 6 to 8 ins.....\$0.30 \$0.25
Ilex hetzi, 8 to 12 ins......40 .35
Ilex rotundifolia, 6 to 8 ins......30 .25
Ilex rotundifolia, 8 to 12 ins......40 .35
Grown 2 years in beds, planted 8 ins. apart.
The larger shrub makes ideal plants for gallon cans and direct saleyard sales.
Pieris japonica, 6 to 9 ins.....\$0.30 \$0.25
GERALD K. KLYN, INC., MENTOR, O.
Wholesale Rose Growers and Nurserymen

LINING-OUT STOCK

LINING-OUT STOCK
Rooted cuttings 100 1000
Caryopteris Blue Mist.....\$0.08 \$0.07
Euonymus vegetus......07 .06
Forsythia Lynwood Gold......10 .08
Golden Vicary Privet......10 .08
Privet, California variegated......08 .07
Teucrium chamaedrys......05 .04½
GILSON GARDENS
(Edward Gilson & Son Nursery)
U. S. Route 20 Perry, O.

FINER LINERS OF ORNAMENTALS
To buy the best is not only good business—it's thrifty. FINER LINERS are best for many reasons. Send for your free copy of our current catalog of ornamental aristocrats, featuring Acer to Viburnum.
JOHN VERMEULEN & SON, INC.
Dept. AN 18 Neshaic Station, N. J.

LINING-OUT STOCK

LINING-OUT STOCK
Per 1000
Rhus cotinus, 12 to 18 ins.....\$150.00
THE SHENANDOAH NURSERIES
Shenandoah, Ia.

Quick — Convenient — Cheap!
Selling through the Classified Ads
of the American Nurseryman.

PACHYSANDRAS

PACHYSANDRAS
Out of 2-in. pots, \$12.00 per 100, \$100.00 per 1000. F.O.B. Elizabeth, N. J.
DELAWARE VALLEY NURSERY
948 N. Broad St. Elizabeth, N. J.

PEONIES

Peony edulis superba, large, early pink; large 3 to 5-eye divisions, from 3-yr.-old block, \$30.00 per 100. F.O.B. here.
Gilbertson Nursery, Kindred, N. D.

PEONIES

Strong 3 to 5-eye divisions from young plants. Immediate delivery. Packing free for cash with order, otherwise at cost.

Baroness Schroeder, flesh-pink.....	100	1000
Caesar, sepalus white.....	4.00	35
Duch, de Nemours, ivory white.....	5.00	40
Duch, d'Orleans, soft pink.....	3.00	25
Duch, de Wellington, pure white.....	3.50	30
Eduis superba, deep pink.....	3.00	25
Felix Crousse, ruby-red.....	4.00	35
Festiva maxima, white.....	5.00	38
Francis Ortegat, crimson.....	4.00	30
Karl Rosefield, dark crimson.....	5.00	40
Lillian Wild, flesh to white.....	6.00	40
Marie Jacquin, semi-dbl. white.....	5.00	45
Mary Brand, crimson.....	7.00	60
Mme. de Verneville, white.....	4.00	35
Modeste Guerin, deep carmine-pink.....	5.00	40
Mons. Jules Elie, pink.....	5.00	40
Officialis rubra, early red.....	4.00	30
Ozark Beauty, late deep pink.....	5.00	40
Queen Emma, silvery pink.....	4.00	30
Queen Victoria, white.....	3.50	30
Sarah Bernhardt, light pink.....	4.00	35
Venus, hydrangea-pink.....	4.00	35
Mixed Peonies, grown mixed.....	2.50	20
Pink Peonies, not named.....	2.75	25
White Peonies, not named.....	2.75	25
Red Peonies, not named.....	2.75	25

JAPANESE PEONIES

Dr. Jekyll, dark red.....	\$7.50	60
Neon, rose-pink.....	7.50	60
Nippon Splendor, tall dark red.....	6.00	50
Prairie Afre, pink guards, red petals.....	7.50	60

PEONY LINERS

2 to 3-eye divisions, 25 per cent off the 3 to 5-eye price; 1 to 2-eye divisions, 50 per cent off the 2 to 5-eye price.

5 of a variety at 1 rate; 25 of a variety at 100 rate; 250 of a variety at the 1000 rate.

We grow many additional varieties of Peonies. Send us a list of your additional requirements for quotation. Iris and Day Lily list on request.

SARCOXIE NURSERIES PEONY FIELDS

Wild Bros. Nursery Co. Sarcoxie, Mo.

Phone 43

PEONIES, HIGH RATED VARIETIES

Standard 3 to 5-eye divisions.....	\$0.35
Mme. Jules Dessert (9.4).....	.35
Mons. Julie Elie (9.2).....	.35
Minuet (9.19).....	.50
Souy de Louis Bigot (9.1).....	.35
President Wilson (9.3).....	.35
Lady A. Duff (9.1).....	.35
Hansina Brand (9.04).....	.70
Nancy Dolman (9.1).....	.45
Felix Crousse (8.4).....	.40
Sarah Bernhardt (9.0).....	.30
Mme. Emile Galle (8.5).....	.30
Milton Hill (9.0).....	.30
Auguste Dessert (8.7).....	.30
Mrs. Romaine Ware (9.1).....	.30
Myrtle Gentry (9.1).....	.50
Ella Christiansen (9.0).....	.50
Richard Carvel (8.8).....	.50
Frances Willard (9.1).....	.35
Blanche King (8.9).....	.90
Eduis superba (7.6).....	.30
Felix Crousse (8.4).....	.40
Sarah Bernhardt (9.0).....	.30
Mrs. J. V. Edmund (8.5).....	.75

JAPANESE AND SINGLES

Nippon Beauty (9.27).....	.35
Nippon Brilliant (9.46).....	.45
Fuyajo (9.2).....	.40
Sword Dance (9.10).....	.40
Sochi (8.9).....	.35
Helen (9.0).....	.35
L'Entinclair (8.0).....	.35

LINERS, 1 to 3-eye divisions at one third off the above price of standard divisions.

Packing free.

F.O.B. Minimum order \$7.50.

EAGLE GARDENS, EAGLE GROVE, IA.

PEONY SPECIAL 100 25

Karl Rosefield.....	\$28.00	\$ 8.25
Felix Crousse.....	28.00	8.25
Frances Willard.....	35.00	10.00
Mons. Martin Cahuzac.....	60.00	17.00

Double Pink or Red (not named).....20.00
3 to 5-eye divisions from 3-yr. plants. Start shipping September 1. Sent express, cash with order, packing free.

HANSON'S EVERGREEN NURSERIES

Box 582 Anoka, Minn.

FELIX CROUSE

BEST DECORATION DAY RED

3 to 5-eye divisions.

\$35.00 per 100, \$300.00 per 1000.

Shipment after September 1.

HENRY NURSERIES, HENRY, ILL.

PAEONIA TENUIFOLIA

Fine cut double deep red, Fern-leaved

Peony, \$3.50 per large division; 1 doz. lot, \$25.00; 25 or more, \$2.00 per division.

WM. SLAICHTER HOME NURSERY

St. Ansgar, Ia.

3,500 Active Nurserymen

are in need of stock.

List your offerings in the

American Nurseryman Classified Section.

POPPIES

ORIENTAL POPPIES

Barr's White.....	10	100
Border Beauty, dbl. dark red.....	\$2.50	\$20.00
Buckeye Red.....	2.50	20.00
Carmen, dark cardinal-red.....	6.50	55.00
Carnival, upper half nasturtium red, lower half white.....	6.50	55.00
Cavalier, deep scarlet-red.....	2.50	20.00
Curtis Giant Flame.....	3.00	25.00
Curtis Giant Flesh Pink.....	2.50	20.00
Curtis Giant Salmon Pink.....	2.50	20.00
Joyce, cherry-red.....	2.00	17.50
May Curtis, watermelon-red.....	6.00	50.00
Mrs. Perry, orange-apricot.....	2.00	17.50
Perry's White.....	2.50	20.00
Raspberry Queen, crushed black raspberry.....	3.50	30.00
Salmon Glow, dbl. sal.-orange.....	2.50	20.00
Sweetheart, strawberry-pink.....	5.00	40.00
Watermelon.....	3.00	25.00
Field-grown in clay soil, free from crown rot, 25 plants of a variety at 100 rate.		

LOUIS COLAVECCHIO NURSERY
1487 North Ridge Rd. Painesville, O.

ORIENTAL POPPIES

Barr's White, large white	
Crimson Pompon, double red	
Henri Cayeux Improved, old rose shaded burgundy	
Helen Elizabeth, salmon-pink; no spots	
Mrs. Perry, salmon-pink with black spots	
Joyce, cerise-rose	
Salmon Glow, double salmon-orange	
Watermelon, watermelon color	
Transplanted, blooming size, \$15.00 per 100, 25 at 100 rate. Cash with order or C.O.D.	

RIDENOUR'S FLOWER FARM

1024 Chicago Rd., Allen, Mich.

ORIENTAL POPPIES

2-yr. field-grown.....	100	1000
Beauty of Livermore, dark red.....	\$10.00	\$90.00
Pink Victoria Louise, salmon 10.00.....	10.00	90.00
Poppy, orange-scarlet.....	5.00	45.00
EREMURUS (FOXTAIL LILY) 10.....		
Shelford Hybrids, blooming size.....	\$7.00	
NOVOTNY GARDENS, OSAGE, IA.		

ORIENTAL POPPIES

Strong, true-to-name, field-grown roots. Write for complete list.

FLOR-ACRES, BRIDGMAN, MICH.

Surplus Stock

can be easily and quickly turned into

Cash

by listing it in the

American Nurseryman Classified Ads.

RHODODENDRONS

RHODODENDRONS

For immediate shipment. Unnamed hybrids of hardy ponticum, catawbiense parentage. Good foliage. With firm, lightweight

ball, twice transplanted, bed-grown.

4 to 6 ins., 20c each; approx. 25 lbs. per crate.

50 plants per crate. Order by crate only.

500 or more of a size, 10 per cent discount.

Lightweight, expert, frost-proofed crating

free. Cash with order.

RICHARD P. REESSEL NURSERY

Mulino, Ore.

Quick — Convenient — Cheap!

Selling through the Classified Ads

of the American Nurseryman.

ROSEBUSHES

FIELD-GROWN ROSEBUSHES

FINEST QUALITY

Hybrid Teas, Floribundas,

Polyanthas and Climbers.

Price and variety list on request.

WELLS BROS. NURSERY

Box 625 Lindale, Tex.

Sell Stock Quickly and Easily with

American Nurseryman Classified Ads.

SEEDS

LAWN SEED

Wholesale prices. F.O.B. NEW YORK.

Landscape Gardeners' Mixture, 50 lbs., 100 lbs.

Camemery Mixture.....\$27.00 \$49.00

Athletic Field Mixture.....23.00 42.00

Shady Mixture.....24.00 44.00

Orders totaling 300 lbs. or more shipped

freight paid. Write for complete list showing

comparisons of above and other formulas and

current prices for individual grasses.

HERBST BROTHERS

SEEDSMEN, INC.

678 Broadway New York 12, N. Y.

LAWN SEED MIXTURES, IN BULK.

CENTRAL PARK, prime mixture for quick

green cover, 100 lbs., \$35.00.

LAWNMAKER, our leader for sun or

shade, 100 lbs., \$90.00; 25 lbs., \$24.00.

LONG ISLAND FORMULA, 100 lbs.,

\$69.00; 25 lbs., \$18.50.

STATE FORMULA of N. J., No. 1, 100

lbs., \$98.00; 25 lbs., \$26.00.

J. S. GROSS & CO.

Cherry Lane Huntington, N. Y.

HU 4-4533

MULTIFLORA ROSE SEED

Thorny variety, 1956 crop.
1 to 5 lbs. \$3.75 per lb.
6 to 25 lbs. 3.50 per lb.
26 to 50 lbs. 3.20 per lb.

Write for prices on larger amounts.

FARMLAND IMPROVEMENT CO.

Yorkville, Ill.

John C. Knight, Jr., Owner

COLORADO EVERGREENS

Limber Pine \$3.50 per lb.
Bristlecone Pine 8.50 per lb.
Ponderosa Pine 4.50 per lb.
Corkbark Fir 8.00 per lb.

Write for complete catalog.

WESTERN EVERGREENS

Route 1 Golden, Colo.

HARDY MYRTLE (VINCA MINOR) SEEDS

New worthwhile plants come from our seeds. We have some beauties grown from our seeds. 50 seeds for \$1.00. Growing instructions included. Sow any time.
SILVER SEEDS (2), White Pigeon, Mich.

SHRUBS AND TREES

POTTED GRAFTS, 1-YR.

Acer palmatum atropurpureum	Per 100	\$75.00
Fagus sylvatica asplenifolia		75.00
Fagus sylvatica pendula		75.00
Fagus sylvatica fastigiata		75.00
Fagus sylvatica rversii		75.00
Picea pungens moerhousii		125.00
Picea pungens kosteriana		125.00

ROOTED CUTTINGS, 1-YR. BEDDED

Buxus sempervirens, 4 to 6 ins.	Per 100	\$10.00
Ilex bullata, 4 to 6 ins.		10.00
Ilex crenata, 5 to 8 ins.		10.00
Ilex rotundifolia, 5 to 8 ins.		10.00
Juniper, Andorra, 4 to 8 ins.		10.00
Juniper, hibernica, 5 to 8 ins.		10.00
Juniper, Hetz, 4 to 8 ins.		12.00
Juniper, Pfitzer, 4 to 6 ins.		12.00
Ilex glabra, 4 to 6 ins.		10.00
Pachysandra		4.00
Pyraecantha lalandi, potted		15.00
Retinospora plumosa aurea,		
6 to 8 ins.	10.00	90.00
Retinospora plumosa, 6 to 8 ins.	10.00	90.00
Taxus brevifolia, 4 to 6 ins.	10.00	90.00
Taxus brownii, 4 to 6 ins.	12.00	100.00
Taxus capitata, tips, 6 to 8 ins.	15.00	125.00
Taxus compacta, 4 to 6 ins.	15.00	125.00
Taxus cuspidata, 4 to 6 ins.	10.00	90.00
Taxus hatfieldi, 4 to 6 ins.	10.00	90.00
Taxus hickii, 4 to 6 ins.	10.00	90.00
Taxus ovata, 4 to 6 ins.	15.00	125.00
Taxus repandens, 4 to 6 ins.	12.00	100.00
Thuja globosa, 5 to 8 ins.	10.00	90.00
Thuja nigra, 5 to 8 ins.	10.00	90.00
Thuja vernaana, 5 to 8 ins.	10.00	90.00

1-YR. SEEDLINGS

Cornus florida	Per 100	\$50.00
Chinese Chestnut		8.00
Taxus capitata		5.00
Taxus capitata, transplants		6.00

2-YR. SEEDLINGS

Acer palmatum	Per 100	\$60.00
Balsam Fir, 3 to 5 ins.	4.00	35.00
Picea excelsa, 4 to 6 ins.	3.50	25.00
Picea pungens glauca, 3 to 5 ins.	4.00	35.00
Picea White Spruce, 4 to 6 ins.	3.50	25.00
Pinus strobus, 4 to 6 ins.	3.50	25.00
Pinus sylvestris, 4 to 6 ins.	3.50	25.00
Thuja occidentalis, 4 to 6 ins.	5.00	40.00
Thuja orientalis, 4 to 8 ins.	3.50	30.00
Thuja canadensis, 3 to 4 ins.	6.00	50.00
Taxus capitata, 4 to 6 ins.	6.00	50.00
Ilex crenata, 4 to 6 ins.	5.00	40.00

3-YR. SEEDLINGS, TRANSPLANTED

Taxus capitata, 4 to 8 ins.	Per 100	\$120.00
Pinus mugo Tyrolean		\$100.00
Tsuga canadensis, 4 to 7 ins.	8.00	70.00
Douglas Fir, 5 to 8 ins.	6.00	50.00
Euonymus alatus		6.00

AZALEAS, 3-YR. TRANSPLANTS

Hino-Crimson	Per 100	\$40.00
Hinodegiri		40.00

4-YR. TRANSPLANTS

Douglas Fir, 6 to 12 ins.	Per 100	\$10.00
Picea excelsa, 6 to 8 ins.	6.00	\$50.00
Picea excelsa, 10 to 12 ins.	15.00	140.00
Picea pungens glauca, 4 to 8 ins.	7.00	60.00
Picea White Spruce, 6 to 8 ins.	6.00	50.00
Picea rubens, 6 to 8 ins.	12.00	100.00
Tsuga canadensis, 5 to 8 ins.	10.00	95.00
Tsuga canadensis, 8 to 10 ins.	15.00	140.00
Tsuga canadensis, 10 to 12 ins.	20.00	190.00
Tsuga caroliniana, 6 to 8 ins.	10.00	90.00

VAN DINE NURSERY

Berdan Ave. Preakness, Paterson, N. J.

HOLLY

Ilex aquifolium, variegated,
6 to 12 ins., 2 1/2-in. pots, 35c.

JUNIPERS

Hetzl glauca, 12 ins., 17 1/2c
Pfitzer, 12 ins., 17 1/2c
Elwood, 10 to 12 ins., 17 1/2c
Stewart, golden, 12 ins., 17 1/2c

CEANOTHUS IMPRESSUS

12 to 14 ins., 3-in. pot size, 25c.
OSMANTHUS ILICIFOLIUS VAR.
4-in. pot size; light, 50c; heavy, 60c.

Cash with order, no charge for packing.

KRUSCHKE GREENHOUSES

Clackamas, Ore.

WHOLESALE PRICE LIST, FALL, 1956

2-yr. bedded stock Each, per 100 per 1000
Ilex rotundifolia, 6 to 8 ins. \$0.25 \$0.20
Ilex rotundifolia, 8 to 12 ins.30 .25
Unnamed Rhododendron hybrids of hardy
ponticum. Well-branched cawabwense par-
centage. Good foliage with firm lightweight
ball, twice transplanted, bed-grown. Japa-
nese beetle certified.

Each, per 100 per 1000
6 to 8 ins. \$0.30 \$0.25
4 to 6 ins.25 .20

250 PLANTS AT 1000 RATE. Stock offered
subject to prior sale. Free packing, F.O.B.
Willoughby, O. Terms: 2 per cent for cash
with order or by express C.O.D. shipment.

LITTLE ACRES NURSERY

R. D. 2, Chardon Rd. Willoughby, O.

Members of Lake County
Nurserymen's Association

EUROPEAN WHITE BIRCH

Clumps (three stems)	10	100
2 to 3 ft.	\$7.50	\$70.00
3 to 4 ft.	11.00	100.00

Clumps (two stems)
2 to 3 ft. 4.00 35.00
3 to 4 ft. 6.00 55.00

Single stem
2 to 3 ft. 2.00 17.50
3 to 4 ft. 3.00 27.50
4 to 5 ft. 4.00 35.00

9941 N. E. Skidmore St. Portland 20, Ore.

DOGWOOD, WHITE-FLOWERING, B&B

200 3 to 4 ft.	Each	\$2.50
800 4 to 5 ft.		3.00
300 5 to 6 ft.		3.50
140 6 to 7 ft.		5.00
65 8 to 10 ft.		11.00

These are select nursery-grown root and
top pruned. We invite you to come and see
them. Phone 335.

WHERRY'S NURSERIES, St. Marys, W. Va.

PHILADELPHUS AUREUS

Ready for immediate shipment.

2-in. pots	Per 100	Per 1000
	\$22.50	\$200.00

Write for complete price list including 20
varieties of Oriental Popples, available for
delivery now.

LOUIS COLAVECCHIO NURSERY

1487 N. Ridge Rd. Painesville, O.

WE ARE CLOSING OUT SOME OF OUR

NURSERIES AND OFFER FOLLOWING:

10,000 1 1/2 to 36-in. Hetz and Pfitzer Jun-
ipers, also Arborvitae, Greek and Irish Jun-
iper, Euonymus, Pine, shade trees, red Bar-
berry and a nice selection of shrubs. Heavily
sheared and full. Priced from 50c up.
Free list. Visitors welcome.

F & W EVERGREEN NURSERY

Box 108, Fairfield Rd. Mt. Vernon, Ill.

LINING-OUT STOCK

Euonymus alatus, 8 to 10 ins.	Per 100	\$20.00
Euonymus alatus compactus,		20.00
8 to 10 ins.		20.00

Spiraea Anthony Waterer, transplants,
6 to 8 ins. 15.00

List of other liners ready September.

JOHN BOS NURSERY, Clyde, O.

ASSORTED, LARGE SHADE TREES

Moline Elm and soft Maples.

Stop by to see them.

MARQUETTE NURSERY

9909 S. Harlem Ave.

Oak Lawn, Ill.

COLLECTED ACER

RUBRUM AND SACCHARINUM,

from whips to 4-in. caliper.

CURTIS NURSERIES, INC.,

Callicoon, N. Y.

VINES

CLEMATIS VINES

Jackman, Ernest Markham and all pop-
ular varieties. Various sizes. Fall or spring
delivery. Write for quotations.

D. S. GEORGE NURSERIES

Phone: Fairport 913-F-6 Fairport, N. Y.

MISCELLANEOUS

ASPARAGUS ROOTS

Martha Washington, 2-yr., \$15.00 per 1000.

CONCORD GRAPES

2-yr., No. 1, \$10.00 per 100.

Write for quotations of large fruit trees
and berry plants.

BASHAM NURSERY, Mountaiburg, Ark.

Phone 2F11

WANTED

CHRISTMAS TREES WANTED

Need good Norway and Blue Spruce, B&B
and cut. Also want sheared or No. 1 Scotch
Pine, Douglas Fir and Balsams, from 5 1/2
to 9 ft., in truckloads.

Joe Sampliner, Broker

LORAIN GARDEN SUPPLY CO.

7982 Lorain Ave. Cleveland 2, O.

Days: Melrose 1-3144; Evng.: Olympic 1-1744

WANTED

6500 Juniperus virginiana,
3 to 4-yr., from Platte River seed,
either seedling or transplants.

TREES BROS.

726 Howard Ave. Des Plaines, Ill.

**SUPPLIES
and
SERVICES**

BURLAP

**BURLAP SQUARES
ONCE USED, FULL SIZE**

24x24 ins., 8 oz.	\$42.50 per 1000
26x26 ins., 8 oz.	45.00 per 1000
28x28 ins., 8 oz.	58.00 per 1000
30x30 ins., 8 oz.	65.00 per 1000
32x32 ins., 8 oz.	70.00 per 1000
36x40 ins., 8 oz.	90.00 per 1000

TREATED BURLAP SQUARES

26x26 ins., 8 oz.	\$76.50 per 1000
28x28 ins., 8 oz.	90.00 per 1000
30x30 ins., 8 oz.	105.00 per 1000
32x32 ins., 8 oz.	110.00 per 1000

F.O.B. NURSERY 1000 OR MORE

PHILIP KRAVITZ BAG CO.

P. O. Box 763 Dayton, O.

CHRISTMAS TREES

CHRISTMAS TREES

Scotch Pine, 5 to 8 ft., select, pruned,
plantation-grown trees from Western Michi-
gan's Ottawa County. Will deliver in truck-
trailer quantities within 400 mile radius.
Write or phone.

R. D. MILLER NURSERY

R. 4, Wood St. Lansing, Mich.

FERTILIZERS

SOLUBLE FERTILIZERS

PETERS SPECIAL, 20-20-20, general pur-
pose feed.

PETERS SPECIAL, 21-7-7, chelate iron,

PETERS SPECIAL, 21-7-7, chelate iron,

Azalea acid.

\$6.50 per 25-lb. bag, \$22.00 per 100 lbs.

F.O.B. Allentown, Pa.

ROBERT B. PETERS CO.

739 N. 7th St. Allentown, Pa.

Surplus Stock

can be easily and quickly turned into

Cash

by listing it in the

American Nurseryman Classified Ads.

FLATS

MINNESOTA WHITE CEDAR FLATS

Order by No.	Wt.	Price
	Per 100	Per 1000
No. 1, 14x20x2 1/2	320	\$25.00
No. 2, 14x20x3 1/2	400	29.00
No. 3, 12x16x2 1/2	260	19.00
No. 4, 12x16x3 1/2	275	22.50
No. 5, 14x16x2 1/2	275	21.50
No. 6, 14x16x3 1/2	290	25.50
No. 7, 15x22 1/2x2 1/2	380	28.50
No. 8, 15x22 1/2x3 1/2	425	35.00
No. 9, 11 1/2x22 1/2x2 1/2	320	25.00
No. 10, 11 1/2x22 1/2x3 1/2	400	26.75
No. 11, 14x16x5	450	30.00
No. 12, 5x11x5	160	16.00
No. 13, 5x16x5	215	18.50
Plant boxes, 5x8x2 1/2	45	6.00

All other sizes quoted on request.

5 per cent discount on order of 1000 or
more.

The above measurements are inside. Bot-
toms and sides of cedar flats are 1/2-in. thick;
ends are 3/4-in. Plant boxes are thinner.

All material surfaced on one side.

Your name and address printed up to 3
lines in black ink, on one or both end pieces
at the following rates: Set-up charge, \$1.00,
plus 1/2c per piece for the first 1000 ends, 1/4c
per end thereafter. Shipped knocked-down
in units of 25.

All shipments by truck unless otherwise
ordered. F.O.B. Cook, Minn. Attach check

LABELS

DAHLIA OR TREE LABELS	
	Plain Painted
3 1/2 x 5 in., notched (not wired).....	\$2.50
3 1/2 x 5 in., wired (copper).....	3.30

POT LABELS

4 x 5 in. (cartons 1000 each)....	3.30	3.95
5 x 5 in. (cartons 1000 each)....	3.60	4.30
6 x 5 in. (cartons 1000 each)....	3.90	4.85
8 x 5 in. (cartons 500 each)....	6.00	7.20
10 x 5 in. (cartons 500 each)....	7.00	8.50

GARDEN STAKES

	Price per carton	
8 x 1/2 in. (cartons 250 each)....	2.50	3.00
10 x 1/2 in. (cartons 250 each)....	2.75	3.25
12 x 1 1/2 in. (cartons 100 each)....	1.75	2.00

EVERMARK PENCILS

The original label marker. 1 doz. 7-in. pencils per box, \$1.25.
Our labels are perfectly white and smooth on both sides and are pronounced by growers the best and most economical.
"We ship the same day."
YOH & HOOKER
Youngstown 2, O.

ORCHID SUPPLIES

OSMUNDA, mixed. Bu. \$2.00. Prof. bag, \$1.00. Standard bale, f.o.b. Houston, \$11.00; 2 for \$21.00. Standard bale, f.o.b. Florida, \$8.00; 2 for \$15.00.
DETEX, a safe DDT spray, Qt., \$3.50; gal., \$11.00.
WALL TYPE POT HANGERS, hold up to 4-in. pots. Rust-resistant. Space savers. Each, 25c; doz., \$2.75; 50, \$10.00; 100, \$18.50.
BACTO ORCHID AGAR (Difco). 1/4 lb., \$3.85; 1 lb., \$14.00.
SHREDDED WAX PAPER, protect your blooms and plants when packing and shipping. Lb., 65c; 10 lbs., \$5.50.
PRICED P.O.B. Subject to change without notice.
WRIGHTWOOD FLORAL CO., INC.
2407 N. Main St. Houston 9, Tex.

PEAT MOSS

HOLLAND PEAT MOSS
"BRODLEAF" quality. Just arrived.
Standard burlapped bales,
\$3.65 each; 10, \$34.25.
Priced F.O.B. Houston.
WRIGHTWOOD FLORAL CO., INC.
2407 N. Main St. Houston 9, Tex.

PLANT TIES

THE NEW FADE-PROOF
QWIK-TIES
Now made of colorfast plastic for the florist trade.
Semi-invisible, economical, easy to use.
Packed in cartons of 10,000. Per carton
4-in. \$10.00
8-in. 18.00
12-in. 27.00
Postage paid when cash with order.
McHUTCHISON & CO.
695 Grand Ave. Ridgefield, N. J.
Phone Whitney 3-2230
More customers for you!
Over 9,500 subscribers, all active buyers,
see your ad in the American Nurseryman.

PLANT TUBS

UTILITY PLANT TUBS
Made from New England White Pine
F.O.B. F.O.B.
STAINED GREEN New Hampshire Chicago
Top dia. Depth Per 100 Per 100
7-in. 7-in. \$ 87.50 \$ 97.50
8-in. 8-in. 82.50 90.00
8 1/2-in. 8 1/2-in. 85.00 92.50
9-in. 8-in. 90.00 97.50
9-in. 6-in. 87.50 95.00
9-in. 9-in. 95.00 105.00
10 1/2-in. 6 1/2-in. 95.00 105.00
10-in. 9-in. 102.50 117.50
11-in. 7-in. 95.00 110.00
12-in. 7-in. 102.50 127.50
12-in. 9-in. 125.00 145.00
12-in. 11-in. 160.00 180.00
14-in. 8-in. 165.00 185.00
14-in. 13-in. 190.00 210.00
ABOVE PRICES APPLY ALSO ON QUANTITIES LESS THAN 100. MINIMUM ORDER, 5 tubs of any one size.
ALEC HENDERSON, INC.
1305 W. Randolph St. Chicago 7, Ill.
Phone Monroe 6-3052

Surplus Stock
can be easily and quickly turned into
Cash
by listing it in the
American Nurseryman Classified Ads.

PLASTIC FILM

POLYETHYLENE FILM
2 mil. in 200 ft. rolls, 36 ins. wide, \$6.18;
54 ins. wide, \$9.25; 108 ins. wide, \$18.45.
4 mil. in 100 ft. rolls, 36 ins. wide, \$6.57;
54 ins. wide, \$9.61; 108 ins. wide, \$21.37.
F.O.B. Cincinnati, O.
ROUGH BROS.
4227 Spring Grove Ave. Cincinnati 23, O.

SPHAGNUM MOSS

1956 CROP NO. 1 SPHAGNUM MOSS
Large burlap bales, long fibered, clean,
firmly packed; bale \$2.25. Quantity prices.
JOSEPH JAMBROS, CITY POINT, WIS.
Long-fibered sphagnum moss, also ground
moss. Price us on truckloads delivered.
Warrens Moss Co., Warrens, Wis.
Fresh, clean sphagnum moss, write for
our low prices.
Pure Sphagnum Moss Co., City Point, Wis.

STAKES

BAMBOO STAKES, DOMESTIC
DIRECT FROM THE PRODUCER
PENCIL THICKNESS Per 1000
1 1/2 ft., green \$3.60
2 ft., green 4.30
3 ft., green 7.20
MEDIUM HEAVY, 3/4 to 1 1/2-in. 500 1000
1 1/2 ft., green or natural \$ 2.85 \$ 5.70
2 ft., green or natural 3.80 7.60
2 1/2 ft., green or natural 4.75 9.50
3 ft., green or natural 5.70 11.40
3 1/2 ft., green or natural 6.65 13.30
4 ft., green or natural 7.60 15.20
5 ft., green or natural 9.50 19.00
6 ft., green or natural 11.40 22.80
7 ft., green or natural 13.30 26.60
HEAVY
Per 100 1/2-in. 3/4-in. 5/8-in. 1/2-in.
4 ft., green or natural \$2.35 \$3.44 \$ 4.54
5 ft., green or natural 2.60 4.30 5.30
6 ft., green or natural 4.32 5.16 6.36
7 ft., green or natural 5.04 6.02 7.42
8 ft., green or natural 5.76 6.88 8.48
9 ft., green or natural 7.74 9.54
10 ft., green or natural 12.50 15.60
12 ft., green or natural 12.72
Approx. average thickness at bottom end.
A. C. PATTERSON, CENTERTOWN, KY.

BAMBOO CANE STAKES
Dyed green, pencil thickness.
Packed 2000 per bale.
Per 1000 Per bale
1 1/2 ft. \$ 3.50 \$ 4.00
2 ft. 4.50 8.00
2 1/2 ft. 5.50 10.00
3 ft. 7.00 13.00
3 1/2 ft. 8.50 16.00
4 ft. 9.50 18.00
5 ft. 12.50 24.00
6 ft., per bale of 500, \$10.00.
SPLIT BAMBOO, DYED GREEN
Per 1000 Per bale (5000)
12 ins. \$2.50 \$10.00
15 ins. 3.50 15.00
18 ins. 4.50 20.00
24 ins. 5.50 25.00
F.O.B. CHICAGO
Quantity discounts: 10 bales up, less 5 per cent;
25 bales up, less 10 per cent.
ALEC HENDERSON, INC.
1305 W. Randolph St. Chicago 7, Ill.

NBS
NURSERY BAMBOO STAKES
These imported stakes are specially selected
for nursery use. All are bottom or butt
cuts for minimum taper, cut closely to a joint
to reduce splitting. These are the finest
quality available.
Per bale
4 ft., 1/2 to 3/4-in. dia., 500 per bale..... \$22.50
5 ft., 3/4 to 1/2-in. dia., 250 per bale..... 17.50
6 ft., 1/2 to 3/4-in. dia., 200 per bale..... 17.50
7 ft., 3/4 to 1/2-in. dia., 150 per bale..... 19.00
8 ft., 3/4 to 1/2-in. dia., 100 per bale..... 16.00
Less these generous quantity discounts:
5 bales up, less 10 per cent; 10 bales up,
less 15 per cent; 25 bales up, less 20 per
cent. Bale lots only.
F.O.B. New York. Immediate shipment.
Pencil thick bamboo stakes also available.
Write for prices.
McHUTCHISON & CO.
695 Grand Ave. Ridgefield, N. J.
Phone Whitney 3-2230

CYPRESS PLANT STAKES
50 Pieces to Bundle
1x1-in.—3 ft., pointed..... \$3.00 per bundle
1x1-in.—4 ft., pointed 3.50 per bundle
1x1-in.—5 ft., pointed 4.50 per bundle
1x1-in.—6 ft., pointed 5.50 per bundle
1x1-in.—7 ft., pointed 7.00 per bundle
These stakes are made of cypress and red-
wood; are good, strong stakes and will give
long service. "A little better than seems
necessary."
WE SHIP SAME DAY!
YOH & HOOKER
Youngstown, O.

CYPRESS PLANT STAKES
BUNDLED
1x1-in., 3 ft. 3c each
1x1-in., 4 ft. 4c each
1x1-in., 5 ft. 5c each
1x1-in., 6 ft. 6c each
1x1-in., 7 ft. 7c each
1x1-in., 8 ft. 8c each
These are good, strong stakes and will give
long service.
All priced F.O.B. Sumatra, Fla.
Sales Office
SNEADS LUMBER CO.
Sneads, Fla.

STAKES, GALVANIZED HARD STEEL
FOR GREENHOUSES AND NURSERIES.
BENCH WIRE, galvanized.
STAKE FASTENERS
Prices and samples sent on request.
SCHUPP SUPPLY CO., WILMETTE, ILL.

NEW BULLETINS

SYSTEMIC INSECTICIDES

Circular 200 of the Connecticut
agricultural experiment station, New
Haven, Conn., one of its reports on
control experiments on pests of orna-
mentals, describes work done with
systemic insecticides to control mealy
bug, scale, aphid and cyclamen mite
on ornamentals.

Written by John C. Schread, the
18-page bulletin reports results of
experiments carried on between 1951
and 1956, which were undertaken to
test effectiveness of specific systemic
insecticides on serious pests; to estab-
lish the dosages required; to deter-
mine the effects of the chemicals on
growth of the plants, and to deter-
mine the length of time the insecti-
cides are effective. Treatments were
made on greenhouse plants and most
of the treatments were applied as soil
drenches. The systemic materials
used were systox; malathion, endrin,
Loro, Thimet (O,O-diethyl S-(ethyl-
thiomethyl) phosphorogithioate),
and the experimental compounds
12008 (O,O-diethyl S-isopropylmer-
captomethyl dithiophosphate) and
G-2270 (3 methylpyrazolyl-(5) -di-
methylcarbamate).

CHRISTMAS TREE PESTS

Research circular 32 of the Ohio
agricultural experiment station,
Wooster, O., "Insect Pests of Chris-
mas Trees in Ohio," by R. B. Neis-
wander, describes insect pests that
may destroy the ornamental value of
Christmas tree plantings.

The species chiefly grown for
Christmas trees in Ohio—Scotch,
red and white pine and white and
Norway spruce are subject to attack
by one or more of the following insect
pests: European pine shoot moth,
sawflies, spruce spider mite, eastern
spruce gall aphid, pine bark aphid,
pine needle scale, white pine weevil,
pine tube moth and spruce needle
miner. The 16-page circular de-
scribes the insects and the damage
caused by them and lists applicable
control methods. Illustrations show
the appearance of conifers infested
by the various insects.

ANNABELLE GRIMES, Waynes-
boro Nurseries, Waynesboro, Va.,
recently spoke on "Plant Lynch-
burg," at a meeting of the Lynch-
burg, Va., Business and Professional
Women's Club.

W. R. LESLIE RETIRES

Dr. W. R. Leslie retired from the superintendency of the experimental farm at Morden, Man., Canada, on July 31, after 35 years of service. On the eve of his retirement, staff members and their families gathered for a picnic and to pay tribute to Dr. and Mrs. Leslie, who were their guests. Gifts of an easy chair and wall plaques for their home were presented to the Leslies.

Dr. Leslie came to Morden in July, 1921, from the provincial northern station. At that time, Morden was only a skeleton station. It had been purchased in 1915 and the first experimental work commenced in 1916, but progress was hampered by World War I. However, planting began in earnest in the early 1920's, and the steady growth of the Morden farm since, under the direction of Dr. Leslie, has made it one of the outstanding horticultural, experimental and research institutions in the Great Plains area.

Originally comprising 285 acres, Morden farm now spreads over 627 acres. In the beginning, the superintendent was the lone scientifically trained officer, while at the present time a large staff of scientists and technicians, specializing in different kinds of crops and livestock, carries on the farm program. Expansion in buildings, machines, laboratories and specialized equipment has been comparable to the growth in personnel.

The research program emphasizes plant breeding to develop superior varieties particularly adapted to Canadian prairie conditions; improvement of methods of protecting crops against diseases, insects, rodents, weeds, spray damage, drought and other bad weather; investigation on profitable uses of land, and the processing of crops and by-products. Morden farm cooperates widely with similar experimental institutions in Canada, the United States and several other countries.

Dr. Leslie and his associates have been responsible for the production, naming and distribution of some 75 varieties of fruit trees, vegetables and tree shrubs, including roses and herbaceous perennials. A large number of these are now being grown in prairie gardens in both Canada and the United States.

Dr. Leslie has added much to prairie horticulture. Four years ago he was honored by the University of Manitoba with an L.L.D. degree for his outstanding service to prairie horticulture. Earlier this summer he was again honored by being made a life member of the Agricul-

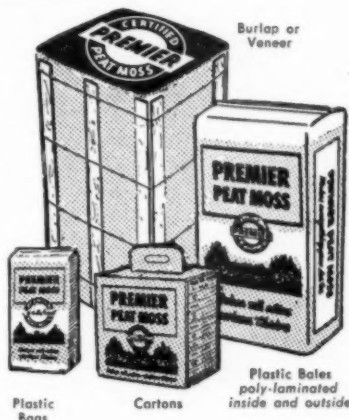
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Nurseries get such good results with Premier Peat Moss that they buy more Premier than any other brand.

Premier is the outstanding material to use and sell for soil improvement . . . mulching . . . top-dressing . . . transplanting . . . seedbeds . . . lining out.

Premier's plastic bales are sensational sellers because they're rot-proof, moisture-proof — can even be stored outdoors! Display them now with Premier's plastic packages, cartons and bales—the best-selling assortment!



Plastic Bags

Cartons

Plastic Bales poly-laminated inside and outside



2 1/2, 5, 25, 50, 100 lbs.
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and clear plastic bags.

Extra Fine SOIL X-PEDITER

Here's the sphagnum peat organic that is extra-fine in texture and quality — pure, non-gritty and so finely ground that it blends uniformly and fully with the soil.

Soil X-pediter stores more water, air and plant food — makes roots feed faster. Free-flowing — easy-spreading.

Display Soil X-pediter now — in colorful bags that are fast sellers at a high markup and established retail prices.

Cash in on Premier's outstanding quality and packaging — backed by superior resources and service. You can order any or all of these packages — Premier Peat Moss and Soil X-pediter — and get them all in the same shipment.

Also Premier European Peat Moss in 3 sizes burlap-wrapped bales

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This is truly an exceptional opportunity for the man who can qualify by his background of experience, education and leadership. Our management considers this a key position. The man we hire will enjoy exceptional opportunities.

To be considered, you should have a broad background in propagating and growing such nursery products as: Evergreens, shrubs, hedges, fruit trees, shade trees, flowering trees, etc. You should have experience in hiring, training and supervising employees from the rank of nursery worker to supervisor. You should have demonstrated ability to plan and direct large-scale and varied nursery operations. You will serve as right hand to management.

Please forward, in confidence, complete information regarding experience and educational background.

Every application will be carefully reviewed.

The man selected will step into a fine position with a large progressive and long-established firm. He will enjoy such company benefits as vacation, sick leave, insurance, pension, etc.

No application will be considered unless a complete personal data sheet is submitted and references who may be contacted. All replies kept in strict confidence.

Reply to Box 315, care of American Nurseryman.

HELP WANTED

SALESMEN AND AGENTS

Men calling on vegetable growers and agricultural trade wanted to represent old, established vegetable plant producer. Liberal commission, no investment required. No collections.

BOLTMAN ASPARAGUS CO.
Rochelle, Ill.

HELP WANTED

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We need a man qualified in design, drawing plans, etc., to call on our customers. Salary until established, then commission.

We have a good sales area, 400 acres of nursery stock, and have been in business over 100 years. If interested write direct, giving your past experiences and references of former employer.

HILLENMEYER NURSERIES
Lexington, Ky.

FOR SALE—37-acre evergreen nursery, landscape and retail trade. Includes equipment, modern home and other buildings. Located on the Alliance-Minerva road. Good reason for selling. Price \$26,000. G. M. MALONE, R. D. 3, Minerva, O.

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Interest in doing high-quality landscape work for firm specializing in good design and unusual plant material important. Ability to handle plants according to best horticultural practices essential. Opportunity for advancement with growing business in metropolitan Wilmington. Apply in person, or by letter, to:

W. Earl Hamilton, Nursery Manager
MILLCREEK NURSERY
Rt. 3, Newark, Del.

HELP WANTED

General manager in charge of production for expanding southern nursery. Good facilities, pleasant working conditions. All replies kept strictly confidential. Our employees know of this ad. Write to Box 290, care of American Nurseryman.

HELP WANTED

Here is where employers and employees meet! If you are seeking competent help, place your proposition before interested parties by inserting an advertisement in this department. You can do this for only \$4.00 per inch.

HELP WANTED

LANDSCAPE NURSERYMAN

Ability to sketch preferred. Year-round work. Firm established 34 years. State salary expected.

PUGET SOUND NURSERY
9201 Pacific Ave. Tacoma, Wash.

HELP WANTED

SALESMAN AND CONTACT MAN

To meet potential customers, advising about planting, drawing plans when necessary, supervising planting and caring for shrubbery. We are established in a good location, pay well and have good working conditions. This is a steady year-round position.

ALAN U. PARSELL
Morningside Dr. Westport, Conn.
P. O. Box 186, Green's Farms, Conn.

SITUATION WANTED

Young man with B. S. degree in ornamental horticulture, having extensive practical experience, desires a position with a progressive organization where he can show his ability. Has family; desires location in east. Write to Box 311, care of American Nurseryman.

SITUATION WANTED

Young man, trained in floriculture, wants job propagating nursery stock. Here is your opportunity to employ a person trained to overcome physical handicap.

Address replies to Box 317, care of American Nurseryman.

WANTED TO BUY

Modern garden center and nursery. Must gross \$50,000 or upward. Prefer northeastern area. Replies held in strictest confidence. Address replies to Box 291, care of American Nurseryman.

FOR SALE

Small evergreen nursery, with a nice selection of ornamental evergreens, strawberries and raspberries. Located on Beasley Lake, one of the beautiful Chain o' Lakes. Includes one modern cottage with basement and fireplace, packing house, overhead irrigation system, all power tools and equipment. Good roadside market. Opportunity for younger people. Age is reason for selling. Will also include one more modern cottage and owners' residence with purchase of nursery if wanted. Priced to sell. If interested write:

**BEASLEY LAKE NURSERY
AND COTTAGES**
Rt. 1, Waupaca, Wis.

FOR SALE

Severe ailment compels sale of 96 acres. Present operation wholesale in "Babson's Magic Circle." Fronting busiest U. S.-Kansas hwy. Super location for retail nursery and garden center. Evergreens, deciduous trees, ornamentals and container stock ready for immediate sale. Modern living quarters, greenhouse, storage, operating tools, etc. Abundance of purest water. Price: \$26,500 (invested cost). Terms. Reply to Box 318, care of American Nurseryman.

FOR SALE

Buyers for nurseries of all types in any part of the country are reached through an ad in this department, the trade's real-estate and business market. The cost of an ad this size is \$6.00.

FOR SALE

5-acre nursery, landscaping perennials, garden shop, good house, garage with apartment above. Established 10 years in fast-growing community of Upper Westchester, N. Y. Good terms. Address replies to: Box 312, care of American Nurseryman.

FOR SALE

Fair Lake Nursery, consisting of 10 acres with 10 acres lined out in ornamentals. 30 rods of lake frontage. 15,000 hedged stock, mostly yews. Good opportunity for right person. Wholesale and retail trade.

HOWARD DUDLEY
Rt. 2 Delton, Mich.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
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FOR SALE—Used 30-lb. tins, \$50.00 per 1000 in carload lots. F.O.B. Beulah, Mich. Car average 5000-tin capacity. Cans cleaned before loading. For freight rates see your local agent. Lids available at \$15.00 per 1000. Samples on request. **PET-RITZ FOODS**, Beulah, Mich.

tural Institute of Canada. He is a director of the International Peace Gardens, in which he has taken much interest. His knowledge of horticulture has aided materially the development of the gardens. Actively interested in all phases of community life, Dr. Leslie is a member of many organizations, including Morden Game and Fish, chamber of commerce, United church and Masonic lodge.

MICHIGAN CONFERENCE

[Continued from page 10]

lished separately in the later pages of this issue.

Salesmanship

After lunch, the final session of the conference was opened with a talk titled "How's Your Salesmanship?", by Justin C. Sutton, Jr., Rolfe Spinning Advertising Agency, Detroit. Having visited nurseries in Michigan during the past four months, Mr. Sutton commented upon what he had seen. He related that chain stores have been watching the nursery business with envy. Last year, three Kroger stores in Michigan out of the 50-store chain grossed \$12,000 to \$18,000 in nursery stock sales, he said. Also, a fruit peddler, switching over to selling nursery stock, has built up a million-dollar business just within the past 10 years.

He suggested that nurseries have adequate sales help. The nurseryman can afford it if he will obtain stock and promote it, the speaker affirmed. The nurseryman has to capitalize on the fact that he is an expert, pointed out Mr. Sutton. He completed his talk by showing landscape plans received in a shopping tour to several nurseries.

Urea Fertilizers

The application of methylene urea fertilizers to ornamentals was the subject of a talk by Dr. W. W. Rennie, E. I. du Pont de Nemours & Co., Wilmington, Del. He related that work had been done on this type of fertilizer before World War II, but had been dropped, later being taken up by the United States Department of Agriculture during the war years. Work was resumed on the product after the war, and this year the new methylene urea fertilizer has been released, after 20 years of research. The fertilizer contains 38 per cent nitrogen, said Dr. Rennie, and 60 per cent of this is released slowly over the first six months' period, with the balance being used up during the next few months. Only

How to prepare and seed a lawn without hand labor



Here is the way the proposed 2-acre lawn looked after rough grading in the fall of 1953. Obviously there was a lot of work still to be done. Thanks to the Brillion Sure-Stand Landscape Seeder, however, it was all accomplished without any hand work — a saving in hand labor of \$210.00.



One pass over the area with the Brillion Landscape Seeder crushes all lumps...sows the seed accurately and uniformly at the rate you select...and then "tucks each seed to bed" in the top 1/4-inch of a clod-free seed bed that cuts waste and promotes high germination, healthy growth.



Here is the finished result, the following spring — a thick, heavy, vigorous lawn. Of this job the Luckow Landscape Service, Manitowoc, Wisconsin writes: "With hand labor it would have taken five men, three days at \$1.75 an hour to seed the 2-acre plot. We seeded it with one man in less than three hours with a Brillion".

THE new Brillion 5'4" Landscape Seeder eliminates more hand labor than any other seeding method. Finishes lawns ahead of schedule and gets a sure, even catch at less cost for labor and seed. Quickly pays for itself out of the savings it makes.

Close coupled, the Brillion works close to fences, building foundations. Instant shut-off makes seeding even small home projects more practical. Seeds right up to walks and drives.

The Brillion method is scientifically proven. It sows *all* lawn seed mixtures at a controlled depth of 1/4-inch. Every seed is firmed into clod-free soil, close to moisture and nourishment for a sure catch of grass.

See for yourself what this seeder can save. Write today. Available with 3-point hitch or standard drawbar model.

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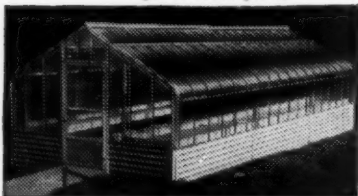
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narrow roof rafters permit 1/2 more
light to reach plants



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Curved glass eaves are standard with Mor-lite.

CHECK THESE FEATURES...

- Mor-lite's new aluminum Truss members carries away the condensation from purlins. A time-proven way to take care of condensation.
- Curved glass at no extra cost.
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Get our complete story on Mor-lite
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Our maintenance men are specially trained to give you expert service on your Greenhouse repairs and rebuilding.

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We carry a complete stock of Greenhouse materials at all times.

Deal direct with Rough Bros.* executives in the field, the man who can give immediate attention on your Greenhouse problems.

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City.....

State.....

12 per cent is available immediately. In hotter climates, 80 per cent of the nitrogen is used up during the first six months.

Dr. Rennie pointed out that the methylene urea fertilizer is not a complete fertilizer, but works well on turf grasses and ornamentals, while work is being done on greenhouse crops. He advised nurserymen to use small portions in different ways to learn the best method of use on their crops.

Closing speaker of the convention was Dr. David Watson, California Spray-Chemical Corp., Richmond, Calif., who talked on "Insecticides, Miticides and Weed Killers." With the rapid development of insecticides, any infestation can be destroyed, he believed. The importance of preventive spraying cannot be overemphasized. Dr. Watson related the type of insecticides and miticides to use for infestations in the Michigan area and said that applications have to be judged according to the weather conditions in the area.

Switching to the subject of weed killers, Dr. Watson stated that up to 50 per cent of the cost of growing conifer seedlings is due to weeds. Up to 15 per cent of the loss of nursery stock can be attributed to weeds, he added. Timing is important in using weed killers. The nurseryman has to do some of his own research in using the products, said Dr. Watson.

Wednesday evening the nurserymen enjoyed a chicken barbecue on the banks of the Red Cedar river, across from Kellogg Center. The two noon luncheons were held in the Big Ten room of the center.

After the conference, a group of nurserymen boarded buses Friday morning, August 10, to make a 2-day tour of Michigan nurseries.

MICHIGAN NURSERY TOUR

The nurserymen's field trip scheduled after the nursery and landscape management conference at Kellogg Center, Michigan State University, East Lansing, got started at 8 o'clock the morning of August 11. About 70 persons made up the group, including both men and women from the nursery industry and students from Michigan State University, accompanied by Donald P. Watson, Dr. Fred P. Widmoyer and Dr. Julius Hoffman. Dr. Hoffman explained the insect and disease problems as the trip progressed. All the arrangements for the tour were made by Dr. Widmoyer.

The first stop was at the landscape nursery of Ernest Durrant, Grand Rapids. The party was greeted by

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Knives - Shears - Pruning Tools
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Mr. Durrant and conducted through his nursery, enjoying a pleasant visit with him. Two of the highlights of this stop were the efficient bookkeeping system—an example for anyone in this business — and the attention that is paid to good maintenance of the whole nursery and sales area. Mr. Durrant also conducted the group through parts of the residential district of Grand Rapids and pointed out two or three of his recent landscape accomplishments.

Merchandising Unit

The second stop was at Your Fruit Basket, Grand Rapids, where the group was served coffee and other refreshments by Jacob Tuinstra and his family. This efficient merchandising unit does a large volume of business, handling fresh fruits and vegetables, pet supplies, garden equipment, garden store accessories and all types of nursery plant materials. Two outstanding features of this establishment are the excellent system of labeling and the friendly, courteous enthusiasm of every employee in the establishment. The labels are large and display a photograph of the plant in flower, giving the height, size and special characteristics, as well as planting directions. The labels are prominently displayed with all plant material, making the sales lot a veritable living catalog.

After enjoying a box lunch and a swim in Lake Michigan at the beach at Holland, the group proceeded to Armintrout's Evergreen Nursery, Allegan. Paul Armintrout showed everyone through his large areas of seedling beds and 2-year-old plantings and special sections for older plants, discussing some of the details of his cultural methods.

The two buses then went on to the Prudential Nursery Co. of Louis A. Krill, at Vicksburg, Mich. The travelers were taken through the large storage building and up-to-date lath house and then drove through the 100-acre establishment, which ended the visits for the day. The evening's lodging was at Mendon, Mich.

Second Day

Next morning, the group left Mendon about 9 o'clock and went directly to the nursery of R. M. Kellogg Co., Three Rivers. Glen Davis and his brother, owners of this nursery, met the party at the large warehouse and after explaining the history of the nursery, telling the development of the firm's mail-order marketing system and demonstrating the use of some new packages for strawberries, azaleamums and perennial plants, the hosts conducted the

TAKE THE WORD OF LEADING NURSERYMEN WHO KNOW AND CHOOSE HELLER-GRO

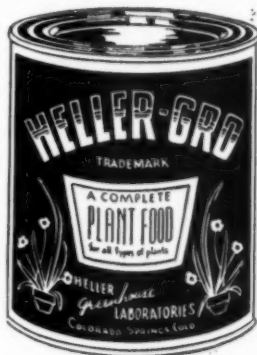
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"I now use Heller-Gro in conjunction with about 80 per cent of my foliage spraying" . . . Craig L. Halvorson, Halvorson Tree Service, Pittsfield, Mass.

"Heller-Gro will not burn" . . . Karl Amalia, Amalia Tree Surgeons, Inc., Manchester, Mass.

"Heller-Gro has now been fed to all the trees in Audubon Park, including the famous old live oaks" . . . George Douglas, Supt., Audubon Park, New Orleans, La.

Heller-Gro is a concentrated paste plant food that is compatible with all insecticides. It produces sturdy root growth and luxuriant, deep green foliage. It helps you get that "well-fed" look in lawns, trees, flowers and shrubs—helps you restore the vitality that comes only with good plant nutrition.



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Sold in 3 1/4-oz. tubes,
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HELLER-GRO is composed entirely of USP chemicals.
HELLER-GRO dissolves easily and completely; never forms a residue.
HELLER-GRO solution will not burn roots or foliage.
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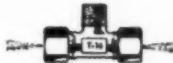
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Especially important in rooting cuttings.



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Electric Valve with Strainer	
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RYAN TREE MOVERS show the way to real profits in tree moving under all soil conditions. They prevent damage to tree or trunk and save you time and money. RYAN TREE SLINGS help you move trees with greater safety and ease. Available separately, they are adjustable for diameter and depth.

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visitors in buses through the whole nursery. There are about 100 acres of nursery stock, most of it is under irrigation, and it is apparent that the owners are continuing the tradition of the firm with the adoption of many modern practices.

Next the group went to the Krider Nursery, Middlebury, Ind. Mr. Krider showed the visitors through the up-to-date refrigerated storage quarters, the propagation area and many of the fields where the crops are being grown. He is particularly well known for the large quantity of bare-root stock he sells, shipping all over the country and storing in his up-to-date facilities.

The travelers' last stop of the afternoon was at Mundy's Gladiolus Farm, Coldwater, Mich. Fred Nagel conducted the group through his modern packing quarters and showed how his gladioli were dug, cured, stored and prepared for shipment. Then he toured the fields where his commercial varieties are produced. He is strictly a wholesale grower, being one of the big growers who make Michigan the largest gladiolus corm producing state in the country and the third largest producer of gladiolus cut flowers. After this visit the trip homeward was made, and the party arrived at the university at 5:45 p. m. on schedule.

GARDEN CENTER OPERATION

[Continued from page 11]

Salesmen are more likely to make an effort to qualify for their jobs and to work harder at selling if offered inducements in addition to wages or salary. The usual practice is to pay a small commission based on gross sales over and above a certain minimum amount of sales. By way of example: Suppose a salesman is being paid \$60 per week and his sales have been running \$500 per week. You then offer him a 5 per cent commission on all sales above \$500. He works harder and increases his sales to \$600 the next week. He is paid 5 per cent on the additional \$100 in sales or \$5 additional for the week.

When his sales were \$500 per week his salary represented a sales expense of 12 per cent of gross. The sales of \$600 cost you \$65 or less than 11 per cent of gross. The salesman's income is up; your costs are down.

Courtesy in Selling

Courtesy is important in selling. Rudeness probably loses more customers than indifference. Courtesy costs nothing but goes a long way in fostering good will and creating confidence. Salesmen who are well ac-

quainted with their stock, its uses, care and culture are sometimes inclined to become impatient with customers whose questions seem silly or downright ridiculous. It should be remembered that the customer may have no knowledge of plants at all and is honestly seeking enlightenment. Patient and courteous treatment and a spirit of helpfulness under such conditions could easily make of him a lasting friend and a valuable customer.

At one time or another every nursery salesman has an opportunity to oversell. For instance, a customer may have only limited space available for planting a rose garden, an area that would not hold more than two dozen bushes. The customer has no definite idea of how many bushes will be needed, and the salesman suggests three dozen and makes the sale for that number. The customer soon discovers that he has too many roses. He will then attempt to return some of them, or he will keep them and harbor a feeling of resentment. In either case the nursery has lost ground and quite possibly a customer. It would have been better to undersell the customer, which would probably have resulted in his returning to buy more bushes. At any rate, his confidence would not have been shaken.

It is seldom a good idea to argue with a customer. If he arrives at your place of business with his mind made up to carry out a certain scheme of planting it is best to go along with him even though you may not approve of his plan. Questioning his judgment is likely to arouse his antagonism. He may walk out of your place without buying and give his business to your competitor. If, however, he asks your advice and you feel his decision is not a good one, you can point out to him in a diplomatic way that some other plant or planting would be better, giving him your reasons.

Stock Guarantees

Should you guarantee your nursery stock and if so, of what should the guarantee consist? Those are questions that have been discussed in the nursery business for generations with no general agreement having been reached. Landscape nurserymen who plant nursery stock for their customers are in a position to make sure that the trees and shrubs are planted properly and given a good start. But nearly all the nursery stock sold by garden centers is carried home by the purchaser and planted by him or under his supervision. The nurseryman has no con-



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A YORK RAKE is the most versatile tool you can own. It does preliminary rough grading, clears off stones, roots and debris, spreads topsoil, mulches the soil and does the final raking before seeding — in a fraction of the time it takes a crew of men to do the work. A YORK RAKE pays for itself with the time and labor you save each time you use it!



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Reverses for bulldozing

Sturdy... efficient — easy to use

The YORK RAKE is built for rough service. Teeth are heavy-duty alloy spring steel, individually mounted on a spring steel head. The RAKE provides an ideal screening action because pulverized dirt passes between the teeth while stones and debris are carried along. Adjustments are so simple and easy to make that even an inexperienced operator can do completely satisfactory work. Model RE for all tractors with 3-point hitch; Model RF for Farmall Cub Tractors.

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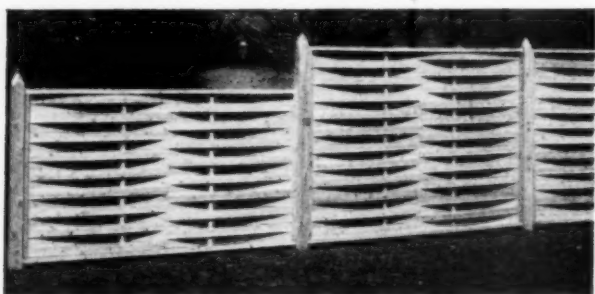


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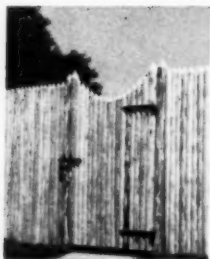
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FARLEY BASKETWEAVE FENCING — a decorative friendly fence. Horizontal members are locked in place to prevent splitting or pulling out.

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**WATERPROOF
TREE AND PLANT LABELS**

"Rite in the Rain" labels are not just another paper label. They are made of tough tagboard and chemically treated to make them waterproof. Ordinary pencil markings do not wash off. These are longer lasting yet low-cost labels. Millions are used every year by nurserymen.

Write for samples and prices.
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BROWN'S POINT, TACOMA, WASH.

NURSERY TAGS
"Weather Resistant"

Size 1/2x6 Ina.
Prices per 1000—Tag Stock

1000 to 4000.....	\$1.35	20,000.....	\$0.90
5000 to 9000.....	1.10	50,000.....	.75
10,000	1.00	100,000.....	.65

• Made of Water-resistant Paper Stock
• 8 Colors Available
• Sheets of Ten for Typewriting

Write Today for Prices and Samples
PREMIER SOUTHERN TICKET CO., INC.
P. O. Box 5 CINCINNATI 7, O.

trol over it after it leaves his hands. Many customers are not only inexperienced with plants, but fail to read or follow planting instructions. Obviously the nurseryman is not responsible for failure of stock that has not been planted properly or given the right care, assuming, of course, that it was in good condition when it was turned over to the customer.

It is evident from the foregoing that the nurseryman who sells on the cash-and-carry basis has less responsibility than the nurseryman who plants for the customer. In practice there is a wide variation in the application of the guarantee. Some garden centers give no warranty at all. The garden center operators in a large southern city agreed among themselves to eliminate the guarantee entirely. They had large placards printed explaining that the plants were turned over to the customer in a good condition and because the nurseries had no further control over the plants they could not be responsible for results. These placards were posted in several prominent places in all of the garden centers. The explanation was accepted by most of the customers with little apparent dissatisfaction.

Time Limit

It is a rather common practice among garden center operators to replace at one-half price nursery stock that does not start to grow or fails to survive beyond a definite date such as July 1 or August 1 after planting. The return of dead plants or the presentation of the original sales slips are sometimes required as proof of purchase. Some garden center operators replace free of charge during the first year any nursery stock that fails to grow. Usually these are the nurserymen who offer the best quality of stock at the highest prices.

It is well to have a definite policy in regard to replacements and to acquaint your customers with that policy by posting it in the garden center and having it printed on sales slips. The sales personnel should be authorized to make adjustments with customers according to terms of your established policy.

There are times when you may find it expedient to forget your policy. A good customer may feel that he has a just complaint that is not covered by the guarantee. Referring him to the terms of your policy may be like waving a red flag in his face. Better to forget all about your guarantee or nonwarranty, and make a real effort to satisfy the customer.

Whenever adjustments are made

For Special Results, Special Profits . . .



AGRICO® Special-Purpose Fertilizers

AND AGRINITE®
the Natural 100% Organic

AGRICO FOR LAWNS—specially formulated with right elements, organic and inorganic, for correct lawn feeding. Just right for trees and shrubs, too.

AGRICO FOR GARDENS—A special formula, for flowers of greater beauty, vegetables richer in flavor, higher in minerals and vitamins.

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AGRICO BULB FOOD—formulated to bring out maximum growth and beauty. Provides all needed plant foods, including potash, not found in bone meal.

AGRICO FOR TURF—the 50% organic plant food that golf courses and landscape gardeners use. Ideal for home lawns, too. Good for feeding at any time.

Outstanding results in nursery use—good profits to nurserymen who offer them to their customers—sound reasons why these Agrico products are today's top favorites.

Cash in on America's most complete plant-food line—sell Agrico with nursery stock. Tie in with Agrico advertising—use Agrico ad helps. Order Agrico and Agrinite from nearest A.A.C. office, or write us today.

AGRINITE is the better (over 7% nitrogen) 100% organic plant food. High-grade nitrogenous tankage, not an animal manure or sewage by-product. Clean, odorless, won't burn. For all-season use. All convenient sizes.

AGRICO—the nation's leading fertilizer
made only by

The AMERICAN AGRICULTURAL CHEMICAL Co.
50 Church Street • New York 7, N. Y.

All convenient sizes—Complete directions on every bag.

30 FACTORIES AND SALES OFFICES IN U. S., CANADA, CUBA

they should be made cheerfully. This often pays off handsomely, as is illustrated by the following account of an actual experience in a large garden center in the east. A customer strode into the garden center in the middle of the summer with a dead purple-leaved plum in his hand and inquired belligerently, "What are you going to do about it?" The proprietor, who happened to be present, expressed sympathy for the customer's loss and explained that since it was summer the tree could not be replaced at that time, but if the customer wished, he could have without charge anything of equal value in the garden center. This not only took all the wind out of the customer's sails, but so pleased him that he bought several items before he left, and there was no question about his good will toward the garden center.

How to insure proper planting and care of his nursery stock by the customer is one of the biggest problems of all garden centers. Many customers, laboring under the delusion that they know how to plant and care for nursery stock, fail to follow instructions given by the nurseryman, with disastrous results. Almost invariably, if a plant dies the customer will declare, "I gave it the best of care." Yet every experienced nurseryman

CHRISTMAS TREES

Growers and Shippers



Choice Selection of
Canadian Balsam Fir



National Distribution to the Nursery Trade

Carload Lots

GOLD STAR XMAS TREE EXPORT
43 Summer St. Somerville 43, Mass.
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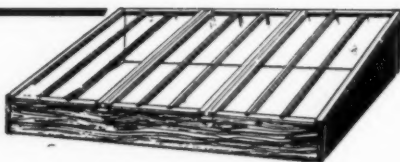
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AZALEAS and CAMELIAS
Complete nourishment for acid-soil plants

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ELECTRIC HOTBEDS

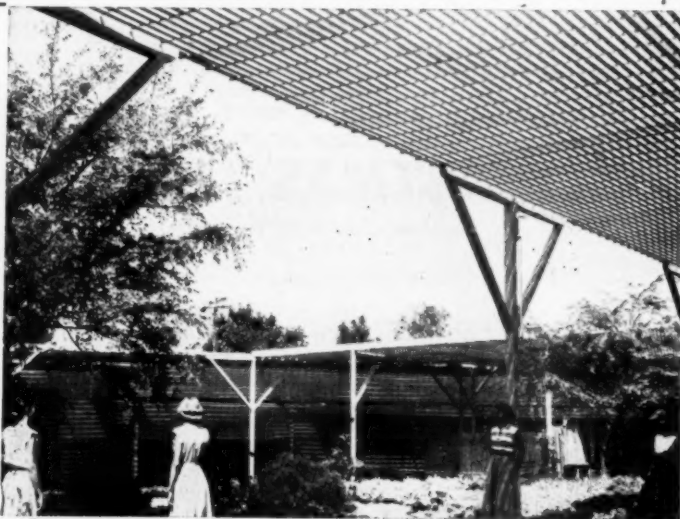


These Redicut Hotbeds are made of No. 1 Pecky Cypress full 1 in. thick. The back is 18 ins. high; the front is 12 ins. high; the ends slope (see drawing above). Easy to install. The sash will slide down or up for ventilation.

	Complete with Glazed Sash and Rafters	Add for Automatic Electric Heating Unit
3 x 4 feet	\$15.00	\$17.56
6 x 4 feet	25.00	22.28
9 x 4 feet	36.00	22.28
12 x 4 feet	44.00	29.74
15 x 4 feet	55.50	29.74
6 x 6 feet	33.10	22.28
9 x 6 feet	47.90	29.74
12 x 6 feet	60.45	34.46
15 x 6 feet	75.25	58.82
18 x 6 feet	87.80	58.82

Now you can grow plants all winter and root cuttings fast for a few cents a day with thermostatically controlled, invigorating, uniform heat so necessary for optimum growth. Lead-covered cable and automatic thermostat by General Electric. Satisfaction guaranteed. Heating units can be purchased separate for your present hotbeds. You will be amazed with results. Catalog No. 155 gives detail information.

YOH & HOOKER GREENHOUSE CO.
YOUNGSTOWN, O.



**UNIFORM SHADE YOU REQUIRE ASSURED
with ALUMALATH—all aluminum**

For Ten Feet or Ten Acres

HARRY H. REYNOLDS

2561 Valencia St., SANTA ANA, CALIF

"BRODLEAF" Imported HOLLAND PEAT MOSS

- ★ THE ROOTS SCREENED OUT.
- ★ YOU GET THE BEST PART —
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Carlot Inquiries Invited . . .

Also Ask for Special Offer Holland Burlap Squares.



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knows that great numbers of plants die because of improper planting or improper care after planting.

Written Planting Instructions

Sales personnel should be coached on proper planting and cultural methods, but it is not safe to rely on verbal instructions given the customer by the salesman. It is well to supplement verbal instructions with printed instructions. Planting instruction booklets are available from horticultural printers, but they may not meet your requirements. In such cases it will be necessary for you to write your own set of instructions and have them mimeographed or printed. Illustrations will help to make the instructions clearer. It should be the responsibility of the salesman to impress upon the customer the importance of following planting and cultural instructions. A nurseryman who is the successful operator of several garden centers has prepared his own set of planting instructions, and his salesmen are instructed to present them to the customer with a statement to this effect:

"These planting instructions were written by someone who is better informed than I am; so, if you will read and follow them I am sure you will have success with the plants."

It is a good practice to make out sales slips for every sale, for several reasons. They provide names and addresses of actual customers for mailing lists, and they afford a means of putting into the hands of every customer a printed copy of your guarantee (or nonwarranty). The information on sales slips is useful in certain systems of stock control which will be explained later. Sales slips properly made out can serve as a check on the accuracy and integrity of your salesmen. If you have several salesmen, the sales slips will show which ones are making the most sales, and, finally, sales slips are essential in figuring compensation for salesmen who are employed on a commission basis.

ARTHUR J. MCGINN has started a nursery business, the Sod-Rite Co., at 1102 W. 6th street, Sterling, Ill.

EVERGREEN FARM, Lakeview, N. Y., is now owned by Frank T. Pecora, of the Pecora Realty Corp., Buffalo, N. Y. Louis Bailey, the former owner, is now living at Mayville, N. Y.

PAUL A. CROOK, Loveland, Colo., who has been operating the Rocky Mountain Landscaping Service, Loveland, in partnership with Robert Wortman, recently purchased full control of the business.

ABSTRACTS OF RECENT RESEARCH

SHEARED SCOTCH PINES

With the increased use of marginal farm land for the production of evergreens for Christmas trees, there is an increased interest in the Scotch pine. This tree is much desired because its needles are relatively short and there is minimum shedding in the home. The only objection usually raised is its open growth.

Six years of experimentation at the Ohio agricultural experiment station, Wooster, by John Hacksaylo, has resulted in pruning recommendations that can actually be reduced to a formula (Ohio Farm and Home Research, March-April, 1956).

The experiment began with 196 Scotch pines transplanted 5x5 feet in 1950. Shearing was begun in 1952 with 14 different shearing treatments. These varied from no shearing, as a check, to annual shearing in the same month each year. The method of shearing producing the most ideal trees was as follows:

The tree is sheared for the first time in June of its second year, after being permanently planted as a transplant. The terminal was cut on an angle to 12 inches. The angle cut allows a new terminal to develop and grow in an upright position. At the same time, it permits a new whorl to develop, which helps to make the tree denser.

Another point of shearing was the topmost whorl, where the shoots grow out horizontally. Such laterals were cut back to four inches at the time the terminals of the Scotch pines were cut.

Shearing was omitted the next year, but was then continued on a yearly basis, the terminal always being sheared back to 12 inches and the first whorl of laterals to four inches.

In June before sale, the terminal was not sheared, and the laterals throughout the tree were sheared as necessary to produce symmetry. The lowest whorls were never sheared.

Generally speaking, unsheared trees were open and as wide as they were high. Shearing increased density and decreased height. Shape was much improved. All shearing of the terminals reduced height, but this was least evident with June shearing and most evident with December shearing.

C.



NOW AVAILABLE IN 5 COLORS:
Red, green, white, yellow and orange.

Quantity	1/2x5 Per 1000	Imprinted Per 1000	Weight
1000 to 4000	\$5.50	\$7.00	1 1/4 lbs. Per 1000
5000 to 9000	4.75	6.00	
10,000 to 49,000	4.00	4.75	
50,000 to 99,000	3.25	4.00	
100,000 or more	2.50	3.25	

Quantity	5/8x7 Per 1000	Imprinted Per 1000	Weight
1000 to 4000	\$7.50	\$9.00	2 1/4 lbs. Per 1000
5000 to 9000	6.50	7.75	
10,000 to 49,000	5.50	6.25	
50,000 to 99,000	4.75	5.50	
100,000 or more	4.00	4.75	

Quantity	3/4x7 Per 1000	Imprinted Per 1000	Weight
1000 to 4000	\$8.50	\$10.00	3 lbs. Per 1000
5000 to 9000	7.50	8.75	
10,000 to 49,000	7.00	7.75	
50,000 to 99,000	6.25	7.00	
100,000 or more	5.50	6.25	

QUANTITY DISCOUNTS ARE BASED ON ANNUAL USES.



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WRITE FOR INFORMATION!

Trade-marks are billed at cost plus mounting charges. Shipments up to 20 lbs. by parcel post; over 20 lbs. by motor freight or cheapest possible way unless specified. All shipments F.O.B. Daytona Beach, Fla.

Write us for quotation on custom imprinting and labels. WIRE — WRITE—CALL US COLLECT FOR LABELS.

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Top-Quality
Dutch and Domestic
**BURLAP SQUARES
TWINES**

Jute—Sisal—Binder Twine
Write for our low prices and samples.

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272 S. 2nd St., PHILADELPHIA 6, PA.

You Save Money

**BY BUYING DIRECT
FROM**

Tapscott's
OWENSBORO, KY.

**We Ship Immediately
- Maybe Sooner!**

SMASHING PERFORMANCE

FOR GIVING
NEW LIFE TO
YOUR SOIL



PORTABLE MODEL 2-XB

\$184.50 complete with 2 1/2-h.p. Briggs & Stratton retrievable starter engine or \$128.50 less engine and belt guard. F.O.B. Wichita.

MODEL 4-EV WITH DETACHABLE ELEVATOR

Grinder and elevator detach so each can be used separately. \$752.40, complete with two engines. FOB Wichita.



There is no other compost grinder that can compare with the W-W Compost Grinder and Soil Shredder. It comes equipped with interchangeable rollers and grinding screen so that, with the rollers in, you can shred organic matter properly for composting or mulch . . . or, with the screen in, you can make potting soil and top-dressing and you can mix compost, mulch or other fertilizer with your soil. It literally turns leaves, twigs, stalks, prunings and manure into gardener's gold. It handles practically everything . . . reduces it to the desired texture . . . and rejects only the unwanted trash.

Write for Literature and Dealer's Name.

W-W GRINDER CORP.

DEPT. F WICHITA, KANSAS



THIS BIG HAND TRUCK Will Save You Money

Handle heavy jobs easier, faster, with fewer men. Get into places otherwise inaccessible to heavy equipment, without damage to established lawns.

HANDLES 40-INCH BALL
1500 LBS.

Write for folder giving details and prices.

We Make
3 Sizes
of Trucks

THE GARDEN SHOP, INC.

6315 W. 75th St.
OVERLAND PARK, KAN.

Phone Nlagara 2-4838 (Kansas City, Mo.)

Built to
Handle
B&B
Material



No. 635—4 3/4-in., extra heavy, TINA pruning knife.

Insist on TINA the leading German brand.

Request our illustrated list.

Hermann A. Wirth
LEVITTOWN, N. Y.

Progressive Publicity

No one in the history of merchandising appreciated the true value of a customer more than John Wanamaker, began Jack Jones, Southwest Landscape Co., Dallas, Tex., in his talk on "Progressive Publicity," Thursday morning, August 9, before a group attending the Michigan nursery and landscape conference program. Mr. Wanamaker gave dollar-for-dollar value, advertised honestly and expressed appreciation for his customers' business. He treated his customers with individual attention, something to which everyone responds and which nurserymen and landscape people sometimes forget, especially when they are busy.

Tell customers you appreciate their business, Mr. Jones emphasized. Give me your old customers, he said. They are better than new ones. With service and courtesy, Mr. Jones said he could beat the original sale 10 to 1.

When waiting on customers, be honest and tell them if a plant has defects. Honesty will bring a customer back, for he will not be dissatisfied. Sell with enthusiasm and a smile on your face. Be careful about promises. If you promise something, do it!

Publicity Methods

The Dallas Nursery and Landscape Association sponsors a booth once a year at the local flower show, Mr. Jones related. About 10 days or two weeks before the show college landscape course students draw plans for the booth. From about a dozen ideas submitted, the top three are selected, and the creators of these are named to execute the first-place plan. Transportation and labor are furnished, as well as the material, at a little above cost.

Study your newspapers and magazines, urged Mr. Jones, so you will know the current human interest stories in your locality. Then try to determine where landscaping can fit. A tree-planting program instigated by the association saw 30,000 trees planted in a 12-month period. The nurserymen stood on the outside while civic groups pushed the project. Boy scouts took pledges from door to door for the planting of trees.

To get young blood into the nursery business, the association furnishes speakers to address juniors and seniors in high school on the landscape business.

Slogans can be used in newspaper

HERE IS WHY NURSERYMEN PREFER MENNEPOTS



Superior Strength

Sturdily constructed, the MENNEPOT withstands hard handling.

Stapled Bottom

Comes completely assembled . . . Potting can start immediately upon arrival.

Light Weight

The MENNEPOT is economical to use. Light weight makes shipping costs less.

Drainage

The side-drainage feature makes waterlogging impossible while standing in salesyard.

Size 0 Top . . . 4 ins.
Bottom 3 1/2 ins.
High . . . 4 ins.
Weight per 100
Regular 10 lbs., Heavy 25
Regular Weight Price
100. \$2.75 1000. \$25.00
Heavy Weight Price
100. \$3.75 1000. \$35.00

Size 1 Top . . . 6 ins.
Bottom . . 5 ins.
High . . . 6 ins.
Weight per 100
Regular 15 lbs., Heavy 35
Regular Weight Price
100. \$4.00 1000. \$37.50
Heavy Weight Price
100. \$5.25 1000. \$50.00

Size 2 Top . . . 7 ins.
Bottom 5 1/2 ins.
High . . . 9 ins.
Weight per 100
Regular 24 lbs., Heavy 55
Regular Weight Price
100. \$4.50 1000. \$42.50
Heavy Weight Price
100. \$5.75 1000. \$55.00

Size 3 Top . . 8 1/2 ins.
Bottom 6 1/2 ins.
High . . . 9 ins.
Weight per 100
Regular 30 lbs., Heavy 70
Regular Weight Price
100. \$5.00 1000. \$47.50
Heavy Weight Price
100. \$6.25 1000. \$60.00

Size 4 Top . . 10 ins.
Bottom . . 8 ins.
High . . 10 ins.
Weight per 100-120 lbs.
100. \$11.00
500. \$52.50 1000. \$100.00
*Heavy Only—
For trees and shrubs.

Size 5 Top . . 12 ins.
Bottom . 10 ins.
High . . 12 ins.
L.G. POT
Weight per 100-250 lbs.
20. \$30 ea. 100. \$27.50
500. \$125 1000. \$225
*Special for extra-heavy
trees and large shrubs.

Size Pan Top . . 8 1/2 ins.
Bottom 7 1/2 ins.
High . . 5 ins.
PAN
Weight per 100
Regular 30 lbs., Heavy 70
Regular Weight Price
100. \$5.00 1000. \$47.50
Heavy Weight Price
100. \$6.25 1000. \$60.00

500 of a size takes 1000 rate in sizes 0-1-2-3-Pan. Regular-weight pots packed 100 and 200 per carton in sizes 1-2-3-Pan. Size 0, 250 only. Heavy pots are packed 250 per carton in size 0; 100 per carton in size 1; 50 per carton in size 2, 3, Pan and 4, and 20 per carton in size 5. NO BROKEN CARTONS.

SEND \$1.00 FOR COMPLETE SET OF 12 SAMPLES.

MENNO S. MENNES NURSERIES

NORTH TONAWANDA, N. Y.

Phone LUdlow 4444

Prices Vary Slightly in Areas Served by Distributors
DISTRIBUTORSHIPS OPEN IN SOUTHERN STATES

NEW YORK

Jackson & Perkins Co., Newark, N. Y.
Gar Prod., Inc., Queens Ave., Lindenhurst (Long Island), N. Y.

OHIO

Skoll Distributing Co., 560 E. 99th St., Cleveland, O.
I. G. Harmon & Son, 1800 19th St., Canton 4, O.

PENNSYLVANIA

E. C. Gelger, North Wales, Pa.
Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh, Pa.
Rt. 88, S. Park, Pittsburgh, Pa.

NEW JERSEY

New Jersey Farm Supply, 449 Market St., East Paterson, N. J.
Somerset Rose Nursery, Inc., New Brunswick, N. J.

MICHIGAN

William Bell, 4002 Montgomery Ave., Detroit, Mich.
Growers Exchange, Inc., P. O. Box 397, Farmington, Mich.
Strickland Seed Store, 1429 Gratiot Ave., Detroit, Mich.

RHODE ISLAND

American-Dutch Trading Co., Inc., P. O. Box 177, Cranston 10, R. I.
The Sheridan Nurseries, Ltd., Sheridan, Ontario, Canada.

advertising, pointed out Mr. Jones. "It pays to plant," "Small trees key to home success" and "Patio garden—a party success," are good examples. Do not use wording such as "Bargain day—19-cent roses," "Cannot be undersold" or "14-foot red-buds, 35 cents." Do not worry about a price, for there is always someone who will undersell you. Buy good merchandise and sell it. Nurserymen are not competitors—they are business associates.

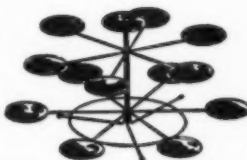
"Plant Dallas" Program

Talking about the "Plant Dallas" campaign, Mr. Jones stated that a public relations man was hired for the spring and fall months to obtain industry-wide publicity. Under this campaign a booth was set up at the state fair. A plant was given away each day, color slides were shown and a color movie on landscaping was projected. A 30-minute television program was put on at Fort Worth by the Dallas nurserymen, with the Fort Worth nurserymen taking over the staging of the show after it got started. A jingle contest was run in which there were 4,000 entries; the prize was a \$500 patio. Radio and television time can be obtained free of charge if the nurserymen will outline a proposed program

SEND FOR YOUR NEW
FULLY ILLUSTRATED CATALOG

IT'S NEW

TABLE
MODEL
TREE STAND
6-POT SIZE
\$3.00 each
12-POT SIZE
\$5.00 each
18-POT SIZE
\$8.25 each



ORDERS DELIVERED FREE TO DESTINATION AS FOLLOWS:
CALIFORNIA—All orders \$25.00 and over.
ARIZONA - NEVADA - OREGON—Orders \$35.00 and over.
ALL OTHER STATES WEST OF MISS.—Orders \$50 and over.
ALL STATES EAST OF MISS.—Orders \$75.00 and over.

CONTAINS HUNDREDS OF ITEMS
THAT MAKE MONEY FOR YOU!

Wire and Redwood baskets; Redwood tubs;
Wire and fernwood totem poles;
Plant supports;
Wrought-iron brackets and fern stands;
Plastic and lead flower pin frogs;
Can cutters;
Green moss in bales and bags;
Black Magic; Plant ties and twine;
Plastic pots and trellis;
Copper, brass and plastic planters;
Wire plant markers and plastic plates;
Other nursery supplies.

CATALOG IS FREE—SEND TODAY

WIRE BASKET CO.

814 W. 58th St.
LOS ANGELES, CALIF.
Phone PLeasant 8-7496

NEW DOUBLE-CULTURED

VITALOAM

ORGANIC SOIL REJUVENATOR

FOR EVERYTHING THAT GROWS IN THE EARTH . . . ANYWHERE
REMEMBER—VITALOAM IS BLACK AND VELVET—SOFT AND ORGANIC, COMPLETELY
CHANGES TEXTURE, PHYSICAL QUALITY AND APPEARANCE of soil, yet cannot BURN
or HARM the TENDEREST PLANT OR SEED. Applied only ONCE A YEAR and NO fer-
tilizer, peat or FILTHY MANURE necessary. Already approved and in use BY HUNDREDS
of leading greenhouses and nurseries throughout America. If your jobber cannot supply
you, we will ship DIRECT. HERE ARE LOWEST WHOLESALE PRICES.

In 80-lb. Polyethylene-Lined
Printed Burlap Bags
2 to 3 bags \$6.00 ea.
4 to 9 bags 5.40 ea.
10 bags or more 5.20 ea.

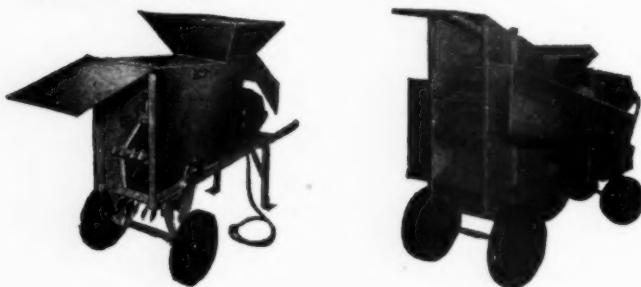
INTERESTED JOBBERS ADDRESS
CHIEF OF RESEARCH
133 WILSON, LANCASTER, OHIO

LABORATORIES OF SOIL & PLANT RESEARCH, INC.
LANCASTER, OHIO or MARIA STEIN, OHIO

KEMP the original SHREDDERS

KEMP, the shredder line preferred by professional growers everywhere for two-thirds of a century, has a shredder to fit your particular requirements. From the smallest operation to the very largest application, a KEMP will shred (not grind) your soil to the perfect texture for every job.

Prices start at \$94.50 and capacities range from 2 to 40 cubic yds. per hr. Ask for new informative literature and the names of KEMP users near you.



KEMP SINCE 1890
MFG. COMPANY
ERIE, PA., U.S.A.

Dept. 18

1027 East 20th Street

Erie, Pennsylvania

Now... You Can Save On Tree Planting



with the

Forest View TANDEM PLANTER

- Twin-Seat Design Cuts Planting Time in Half
- Timing Wheel Eliminates Wasteful Planting
- Special Control Wheel for Easy Contour Planting
- New Trencher Shoe For Better Lining Out

Here is a rugged, versatile tree planter that saves time and cuts labor costs for nurseries, tree farms, landscape contractors, conservation planters, etc. Heavy-duty construction throughout—only the finest commercial steel used. 3-point hitch fits most tractors—ball-bearing mounted heeling wheels. New, specially designed trencher shoe speeds lining-out work. A truly professional tree planter for long, tough, economical service. All models shipped with latest contour lever arrangement. Write today for FREE literature and prices.

Dept.
AN

FORESTVIEW EVERGREEN NURSERY
Germania, Penna.



in a clear, concise manner and furnish their time to stage the show, according to Mr. Jones.

Another publicity plan of the Dallas group was the preparation of a shadow box at the airport showing a landscaped home. If more airports around the country had these, it would make persons more landscape conscious, Mr. Jones declared.

The Dallas group furnishes metal plaques bearing suitable inscriptions to be given when trees are sold to families having children. The idea is to "plant a heritage." Approximately 30,000 trees have been sold to date, reported Mr. Jones.

A cooperative newspaper advertising program, using 1/4 and 1/2-page ads, brought varied success. Beginning this fall, four Dallas nurserymen are running a campaign for six months, starting with a page ad and then decreasing the size.

The garden clubs in Texas have banded to build a new garden center, which will cost \$1,500,000. It will contain classrooms, plant displays and lecture rooms. Garden clubs will meet there, and the center will greatly stimulate interest in gardens, Mr. Jones believes.

In the advertising of the speaker's firm, a landscape architect is referred to as a garden plan representative. The latter term appeals to a wider class, it is felt. Another idea employed by Mr. Jones in his salesyard is to offer a 10 per cent discount on rainy days. A "Blue Star" week is featured, when a customer receives a plant free if a star is found on the merchandise bought. This event stimulates persons to look around more and see things they need.

For Firm Prestige

Pay employees with and otherwise circulate \$2 bills or silver dollars for a month. Then publicize the story to let people know where the money has come from. This, said Mr. Jones, will instill in the public's mind the importance of the industry.

Mr. Jones suggested keeping a graph for three years to determine the peak months of nursery departments. About a month before a peak is the time to advertise, he said.

Model homes built and landscaped to scale, costing about \$100, were constructed by students at college. These, said Mr. Jones, are used on television shows, before garden clubs and for selling.

A "Did You Know?" section, run weekly in a newspaper, answering seasonal questions, brought four months of publicity. Questions such as "Did you know that landscaping does not depreciate?", "That this is

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Screen Type PICKET FENCE

... ADDS PRIVACY TO YOUR LANDSCAPING

Most homes need special screening against unsightly views, around play areas, swimming pools or for containing small animals. Form nice backgrounds for plantings. Dowel construction—easy to assemble. Stringers, posts and half-round palings all peeled, white cedar. Shipped K. D. or in 8 ft. assembled panels. Write for catalog giving heights, etc.



Also Catalog shows Old English Post and Rail Fences—2 to 5 rail—all types. Have installations throughout U.S.A. Gates, Lanterns, Rustic Tables and Settees. Shipped from Toledo or our W. Va. Yards.

WOOD PRODUCTS CO., Toledo, Ohio

the month to build a lawn?", "That 4,000,000 homes have been built since VJ day; can you imagine these not planted?" stimulate much interest.

Mr. Jones said the Dallas nurserymen have an illustration of a landscaped home, printed in colors and placed in a folder, presented by the chamber of commerce to every person who moves into the area.

Concluding his talk, the speaker remarked that nurserymen are losing business by having unkempt salesyards and insufficient parking. Know your product, emphasized Mr. Jones. That is progressive publicity.

Questions

Answering questions from the audience after his talk, Mr. Jones said it is best to cater to the housewife when using radio and television. The times that this can be accomplished best are from 11 a. m. to 2 p. m. and from 5 until 6:30 p. m. Free time can be obtained at these hours, Mr. Jones indicated.

A nurseryman should know what stock is available around the country and charge a good price. In arriving at that price, Mr. Jones said, one should add the cost of the plan and the delivery charge and multiply

WATCO MISTING SYSTEMS

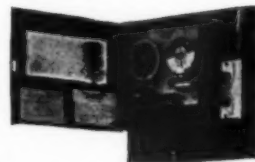
Used by the leading growers of the country



1/4-in. 4W Wide-Angle MISTING NOZZLE
\$2.95 each

INSURE HEALTHY
ROOTED CUTTINGS—
FASTER
AT LOWEST COSTS

INTERMITTENT SYSTEMS
FOR ALL CROPS
WATCO



Complete Clock-Timer and full 1/2-inch solenoid-wired, ready to hang up.

\$65.00

NOZZLES—TIMERS—SOLENOIDS—STRAINERS—ACCESSORIES

• LAYOUTS SUPPLIED FREE—SEND FOR BULLETIN No. 30

All prices F.O.B. New York City.

Cash with order unless suitable references are given.

AL SAFFER, Horticultural Supplies
130 W. 28th St. Dept. N New York 1, N. Y.
ORegon 5-2248

RAFFIA

Headquarters for
A. A. WESTCOAST and
X. X. SUPERIOR RAFFIA
Can make immediate shipment.
ALSO GOODRICH BUDDING STRIPS

THOMAS MEEHAN & SONS
482 W. Germantown Pike
PLYMOUTH MEETING, PA.

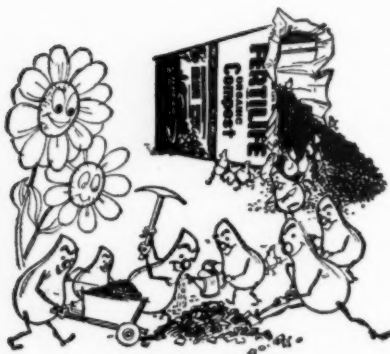


Highest quality at wholesale prices. Full guarantee. Made in West Germany. Request our illustrated list.

EXCELSIOR

377 Coolidge Ave. Fort Lee, N. J.

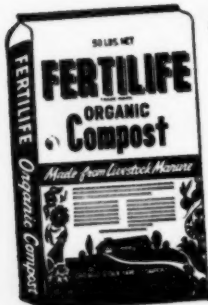
Billions of
Living Organisms
in
FERTILIFE
TRADE MARK
give your soil
"New Life"!



Put new life into nursery plots, greenhouse benches, seed flats, and potting soils with Fertilife—the amazing plant food that's "alive." Fertilife, composted from rich Chicago Stock Yards cattle manure, teems with billions of hard-working organisms. It is an organic compost with vital organisms multiplied and organic plant foods concentrated.

Fertilife is safe, easy, and pleasant to use—will not burn, no raw manure or trash, no weed seeds, not offensive. Buy Fertilife for your own use—and make a liberal profit margin wholesaling or retailing it to your trade.

Write for free
sample and prices



CHICAGO
STOCK YARDS
COMPOST CO.
503-G Exchange Bldg.
Union Stock Yards
Chicago 9, Ill.

that figure by two and one-half. Multiplying by three is ideal, he believed. This cost figure is obtained from the firm's books, which should be analyzed each year, he said.

Mr. Jones stated that he would apportion 10 per cent of his sales money for advertising, if he set aside a sum on his books. The amount spent would vary in the various departments. Last year, he said, 9.6 per cent was spent on fence and patio department advertising, while 3.6 per cent was spent promoting the landscape department. Direct-mail advertising is good, but newspaper advertising should never be dropped. Advertising funds should be spent at the peak seasons that are determined by the sales graph, pointed out Mr. Jones.

Commenting on guarantees, Mr. Jones said if a guarantee is made and one has to replace stock, he should do it with a smile on his face. The cost of guaranteeing stock will be balanced by advertising. Mr. Jones guarantees his landscape plantings for one year; shrubs are guaranteed for three months.

POLYETHYLENE IN PLANT PROPAGATION

[Continued from page 14]

described in two articles appearing in the American Nurseryman a procedure for propagating rhododendron and holly in polyethylene-covered greenhouse benches. This structure was made by removing the glass from a square, flat-topped grafting case and replacing it with polyethylene sheeting.

The medium used in these cases may vary with the experience of the propagator and the type of cutting being rooted. Mixtures of Styrofoam, sand and peat have been used successfully, as well as sand-peat combinations and straight sand. After cuttings are stuck under a structure of this type, only occasional watering is required, and under ideal conditions the only water applied is at the time the cuttings are watered in at the

WISCONSIN-GROWN CHRISTMAS TREES

Write for listing of producers of pine, balsam and spruce Christmas trees, boughs, wreaths, roping, etc.

WISCONSIN CHRISTMAS TREE PRODUCERS ASSN., INC.

Room 2, Forestry & Wildlife Bldg.
424 University Farm Place
Madison 6, Wis.

Ball Better Pots and Paks



Reynolds Alumipots* and Alumipaks*

Grow Top-Quality
Plants in Bright
Attractive Packages

Light Weight — Long Lasting — Clean

ALUMIPOT* PRICES

Available in plain silver or colors: Red, green and gold.

	2 1/4-inch		3-inch	
	Plain	Colored	Plain	Colored
Per 1000	Per 1000	Per 1000	Per 1000	Per 1000
2000 to 8000	\$19.30	\$22.60	\$25.05	\$30.10
10,000 to 48,000	18.05	21.15	23.55	28.30
50,000 to 148,000	16.80	19.65	22.20	26.45
150,000 to 498,000	15.45	18.35	21.15	25.45

2 1/4-inch packed in cases of 1000 (12 lbs.) and 2000 (23 lbs.).

3-inch packed in cases of 1000 (20 lbs.) and 1500 (28 lbs.).

ALUMIPAK* PRICES

	Plain	
	Per 1000	Per 1000
1000 to 9000	\$40.35	
10,000 to 24,000	38.00	
25,000 to 49,000	35.90	
50,000 to 99,000	34.05	
100,000 up	32.50	

Dimensions 4 1/4 x 8 1/4 x 2 inches deep. Adequate drain holes in bottom. Ideal for a dozen Marigolds, Tomatoes, etc. Packed in cases of 1000 (34 lbs. per case). Minimum order 1000. Write for prices on larger quantities.

WRITE FOR FREE SAMPLES.

*TRADEMARK, Reynolds Metals Company

BOB CHASE, Nursery Representative



MONEY-BACK GUARANTEE

Try this Gledhill Land Leveller on your grading jobs. It will sell itself to you if you give it a trial. It will do quality work and its day in day out usefulness will surprise you. Thousands of them have earned their own homes. Full money-back guarantee is evidence of our confidence in this tool.

Write for prices!

GLEDHILL

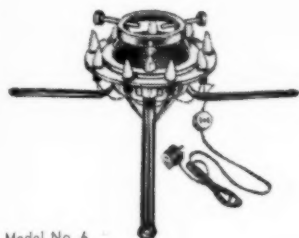
ROAD MACHINERY CO.
GALION, OHIO



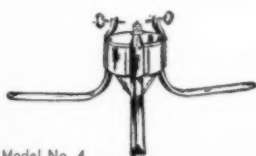
Model No. 14



Model No. 8



Model No. 6



Model No. 4

30 MILLION CHRISTMAS TREES SOLD EVERY YEAR!

Everyone needs a tree holder. Get your share of this business with the HANDY holders — nine models from which to choose.

User can set up a tree in less than a minute. Holders are well balanced, simple, strongly constructed. Will last a lifetime. Ball-shaped feet eliminate any possibility of marring highly polished floors.

Finishes available from lustrous chrome to red and green high-baked enamel.



CHRISTMAS TREE A Real Sales Getter

18 ins. high, 8-in. diameter.

Has the plus sales appeal of an "extra" tree for table, buffet or mantel decoration. Brilliant green and silver metallic aluminum foliage. Has 24 miniature ornaments in holiday colors. Base gold and chrome; tip chrome. Packed in individual, highly illustrated, corrugated containers. Ornamental tree also available. Ask for models No. 57-RM and No. 59.

HANDY THINGS MFG. CO.

LUDINGTON, MICH.

time of sticking. Shading of these structures during the summer is essential to good results. During the winter months and early spring, shading is only occasionally required.

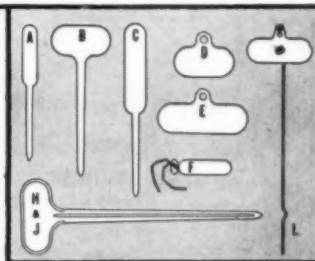
Everyone is familiar with the conditions ideal for the development of fungi; namely, medium to high temperatures, high humidity and in some cases a substrate. A moist medium with bottom heat in a tightly sealed chamber, using glass, polyethylene or other material, provides ideal conditions for the development and growth of fungi. It is important, therefore, that the propagator practice a carefully controlled sanitation program. The medium, benches and cutting material should be as nearly sterile as feasible. Since a number of fungal complexes, as well as annelids and similar organisms, can cause damage in the cutting bench, no one fungicide or insecticide will cover and control the entire range. Wettable parathion at the rate of one ounce to 10 gallons of water, applied at about one quart per square foot of medium, will inactivate many of the destructive insects.

Control of annelids, however, is difficult, and steam sterilization is the only known sure-fire method of eliminating these pests from a cutting bench. Captan 50W used at the

Give your garden personality with "LIFETIME PLASTIC MARKERS"

Add smart interest to your garden. Your visitors appreciate knowing the right names of your plants and flowers without asking.

Made of durable, heavy, white plastic. Guaranteed weatherproof. Pencil markings stay until removed by scouring powder and damp cloth. Used by nurserymen, botanical gardens, conservatories, arboretums and experimental stations.



SIZES AND STYLES:		POSTPAID QUANTITY PRICES:					
		10	25	50	75	100	500
A	4 1/2" Vertical Stake				\$1.00	\$1.25	\$ 5.50
B	2" x 5" Tee Stake			\$2.00	2.30	2.75	11.00
C	6" Vertical Stake			1.50	1.80	2.25	10.00
D	1" x 2" Horizontal Tie-on Tag			1.35	1.60	2.00	9.00
E	1" x 3" Horizontal Tie-on Tag			1.60	1.90	2.40	10.50
F	1/2" x 2" Notched Tie-on Tag				1.00	1.25	5.00
H	2 1/2" x 8" Tee Stake	\$1.00	\$1.75	3.00	4.10	5.00	21.00
J	3" x 12" Tee Stake	1.80	3.00	5.40	7.50	9.00	37.50
L	18" Galvanized Spring Steel Stake only (for D & E)	1.07	2.00	4.00	5.60	7.00	30.00

SAMPLE ASSORTMENT:

10 Each of A, C, D, F and 5 each of B and H. Tie-on wires included. **\$1.00**

NO C.O.D.'s PLEASE

DEALERS AND JOBBERS:

Write for full information on attractive counter sales displays.

LIFETIME MARKERS

DEPT. 7-A

10342 LANARK, DETROIT 24, MICH.
For West: 1864 S. 120th St., Seattle 88, Wash.
Canada: 1015 Mt. Pleasant Rd., Toronto 12, Ont.

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

If You Need Protection You Need
ANTI FROST
STURDY PROTECTIVE BAGS FOR COMPLETE PROTECTION OF ALL EVERGREENS
HELPS CONTROL THE WEATHER
MANHEIM, PA.
Write for Illustrated Descriptive Folder
INCREASE YOUR 1956 SALES WITH THIS PROFITABLE ITEM

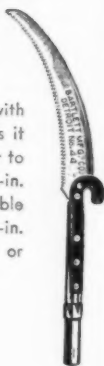
Hawaiian **Poles** California
FERNWOOD Plants cling to it! Redwood
FREE CATALOG
FERN HAWAII COMPANY, Inc.
P.O. Box 216 111 West 'C' St.
TE. 4-5101 WILMINGTON, CALIFORNIA

PRUNE AND PROTECT For Greater Productivity **BARTLETT**

**Finest Tree Surgery
Tools Available**

No. 44 Pole Saw

This fast-cutting pole saw, with pole 6 to 16 ft. long, makes it easy for even unskilled labor to do good work. Has 16-in. curved blade. Also available with 12, 14, 18 and 24-in. blades. Pole in one piece or sections.



BARTLETT SAWS



No. 114 Rapid Cut

Combines quick, smooth cutting and easy operation. Every third tooth is raker. Especially deep gullets for quick clearance. With or without belt snap. All types of pruning saws available.



HAND PRUNER

9-in. drop-forged tool steel hand pruner, crucible steel blade and hardened hook. Best hand pruner made.



Tree Paint

Protect all pruning wounds with this specially prepared Bartlett paint. Will not freeze, crack or blister. Easily applied with ordinary brush. 1/2-pint to 1-gallon cans.

Attractive steel paint display rack fully stocked costs only \$7.25 F.O.B. Detroit via express. Retail value \$14.50. Refills in case lots at jobber prices.



**TREE SURGERY
SUPPLIES**

BARTLETT MFG. CO.
3058 E. GRAND BLVD.
DETROIT, MICH.

recommended rate of two teaspoonfuls per gallon of water and applied at weekly intervals as a preventive measure has been successful in discouraging the influx of most fungi in the cutting bench.

Air-Cooled Mist Chamber

Dale Sweet and Dr. R. F. Carlson, of Michigan State University, recently described an air-cooled mist chamber for the rooting of cuttings in greenhouse benches during the summer months. Two-mil polyethylene film, held in place approximately 18 inches above the medium with a heavy wire frame, was first positioned over the bed. A 10-inch exhaust fan was then placed at one end, a mist line erected down the center of the bed and an electronic leaf placed under the structure to control the frequency of water application. The mist unit and fan operated 12 hours during the day. They found that intermediate cuttings of *Prunus mahaleb* and *Malling VII* rooted nearly 100 per cent in 25 and 42 days, respectively.

Polyethylene-covered greenhouse benches are not new to the nursery industry either. As early as 1953, triangular-shaped covers were in use for the propagation of house plants by the Henry Field Seed & Nursery Co., at Shenandoah, Ia. With many house plants it is not desirable to have droplets of moisture fall on the leaf surfaces of the cuttings, since undue leaf spotting would reduce the percentage take. Since triangular tents have been used, water which condenses on the inside surface of the film runs down the sides without dropping on the cuttings beneath.

Polyethylene for Storage

At times the nurseryman must collect soft, succulent cuttings from a pinching operation or prior to a freeze at a time when it is not possible to place them in a propagation bed or bench. If the cuttings are valuable, it is possible to place the unrooted cuttings in 1 1/2-mil polyethylene bags in a refrigerator held between 36 and 40 degrees Fahrenheit. Since considerable leaf area is contained on these cuttings, it is essential that for even short-term holding, i. e., three to four days, adequate means for aeration be provided. This, of course, can be done by tying the mouth of the bag loosely or supplying several pencil-size diameter holes near the top of the container.

Evergreen cuttings stored in quantity in polyethylene bags should also be provided with some aeration. Again, this can be provided by tying

SKINNER overhead irrigation



Assures better, healthier stands...
faster growth... bigger PROFITS!

FORGET DRY SPELLS. Your growing stock can have a shower of gentle, penetrating "rain" at the mere turn of a valve. Skinner overhead irrigation also gives you positive protection against frost... lets you control soil moisture for easy setting and transplanting.

free literature gives the full story.
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THE ULLMAN CO.
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the mouth of the bag loosely with a rubber band or wire holder. In the storage of dormant unrooted hardwood cuttings the properties of polyethylene are such that little care to provide aeration is needed. Both evergreen and hardwood cuttings may be held successfully at temperatures 1 or 2 degrees below that suggested for softwoods.

Storage of Rooted Cuttings

Rooted cuttings are most conveniently stored in a roll wrap of 1½ or 2-mil polyethylene stripping. Occasions arise when it is necessary for the nurseryman to store large quantities of rooted cuttings for varying lengths of time. For example, greenhouse bench space can often be utilized during the winter months to root two or three lots of evergreen cuttings if the sequence is begun early in the fall of the year. Immediately after the secondary root system has formed, the cuttings may be removed from the bench and placed along a strip of 1½ to 2-mil polyethylene film. The width of the strip of plastic should be about one and one-half times the height of the cutting. The cuttings may be placed from one eighth to one-half inch apart along the length of the strip and in such a manner that the tip of the cutting is even with one side of the plastic.

For short-term holding at temperatures immediately above freezing (35 to 40 degrees F.), it is not necessary to place a moist medium, such as sphagnum, in contact with the root system. If periods are to be one month or longer it is advisable to place a thin layer of moist sphagnum in contact with the root systems of the cuttings. Care should be exercised in wetting the moss so that it is not overly wet, since aeration similar to that which existed in the rooting medium should be approached. After the cuttings have been arranged, one side of the plastic strip, the one toward the root system of the cuttings, is folded up and over. The entire system is then rolled into a circular structure and secured in place by the use of either rubber bands or pressure-sensitive tape. The diameter of these rolls may vary, the size being governed mainly by the method of storage and the ease of handling. If the relative humidity of the storage is low, as is often the case in mechanically refrigerated storage, it may be necessary to cap these rolls with polyethylene sheeting or bags to prevent undue loss of moisture.

Dahlias, cannas and similar underground plant parts may be conveniently stored in polyethylene bags. At the time of packaging it is im-

SIGN LANGUAGE

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HOW TO HAVE A NERVOUS BREAKDOWN RUNNING A GARDEN CENTER

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K. Umbaugh

sunny dispositions trying to answer all the questions their customers ask — "When does it bloom?" "What color flowers will it have?" "Will it do well in the shade?" "What kind of soil?" "How tall will it grow?" "Does it have berries?" and on and on.

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portant that the plant part not be overly wet. Excessive moisture, even if the package is to be stored at relatively low temperatures, is conducive to the development of fungi and bacteria which may render the stock unusable.

Hardwood cutting wood is generally collected after several hard freezes in the fall or early winter. We have had particular success with the storage of this material, before the cuttings are made, in individual polyethylene chambers in a common storage unit. One syringing at the time of storage is all that was necessary until such a time that the wood could be conveniently worked over and placed in a greenhouse rooting bench.

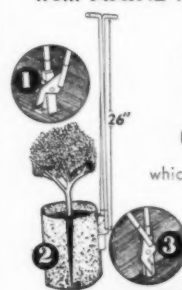
Polyethylene in Seed Propagation

The qualities of polyethylene are such that it is also ideally fitted to seed propagation. For seed types (such as many of the maples) which have to be sown as soon after harvest as possible, in order to prevent the onset of secondary dormancy, or seed types which must be subjected to a cold treatment, late summer and fall sowing is often practiced. Seedbeds are prepared in the usual manner, seeds sown and beds irrigated and mulched with a thin layer of peat or sawdust. Two-mil polyethylene sheeting, which may be purchased in rolls of varying widths, is then spread over the top of the bed. The film is held firmly in place either by hilling the soil up over the edges or by the use of 5 or 6-inch heavy wire stakes. In areas of sparse winter snowfall or where wind velocities may be a problem, it may be necessary either to mulch on top of the polyethylene or cover it with treated burlap in order to hold it in place. In the spring the polyethylene is rolled up, cleaned and stored away for the next season's planting. The use of polyethylene provides the seeds with a medium which is uniformly moist during the afterripening period, as well as one that does not crust on the surface.

Some danger from heating or burning may occur if the nurseryman fails to remove the cover soon after germination has taken place, or if it is used to mulch too late in the season.

Many seeds which require an afterripening period at temperatures approaching 40 degrees in a moist medium are often harvested and cleaned too late in the season to permit field or bed sowing. These seeds may be conveniently handled by mixing them with either moist peat or sphagnum and placing the complex in a 1½ or 2-mil polyethylene bag.

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The famous REDHEAD CAN SHEAR

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to carry one
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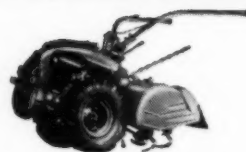
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These bags, clearly labeled, may then be stored in a refrigerator at a temperature close to 40 degrees for the required period of time. The operation requires the minimum of attention.

Dr. E. M. Emmert, of the University of Kentucky, recently described the use of pigmented polyethylene for weed control and the forcing of certain vegetables. For this purpose 3-foot widths were stripped over the prepared soil in the rows to be planted. Large-seeded crops were dibbled through the plastic, which left a small diameter hole through which the germinating seedling could develop. No weed problems were encountered from weeds growing through the holes intended for the crop seedlings. Excellent stands were obtained. Crops matured early because of the relatively high soil temperatures which existed under the film.

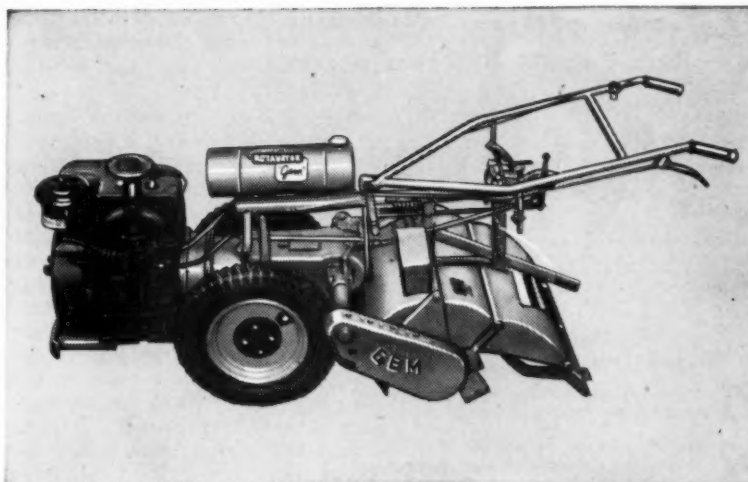
In Vegetative Propagation

One of the first tests to which polyethylene was put was in air layering. It is a well-known fact that if a plant is difficult to propagate, one method, that of air layering, may be tried as the last resort. The process of wounding or notching a stem, applying a rooting powder, wrapping the wounded area with a handful of moist sphagnum and overwrapping with a sheet of polyethylene film is known to most nurserymen. Here, again, the versatility of polyethylene may be traced to its ability to prevent the transmission of water vapor and at the same time permitting the exchange of gases necessary for the growth processes of the plant.

In trench or continuous layering processes, where the entire branch, stem or whip is pegged down under a light layer of soil or peat, polyethylene film may have another application. Placement of film over these layered shoots with a thin slit directly over the center of the stem through which the buds may develop would maintain a rooting environment ideal for propagation purposes.

Mound Layering

Still another application to which polyethylene may be put is in connection with mound or stool layering: During the second summer after the stock has had the final mound of soil around the developing shoots, a strip of plastic, slit down the center, may be placed down the row. The plastic will maintain a uniform soil moisture balance in the vicinity of the shoots which are developing roots. Higher temperatures and a re-



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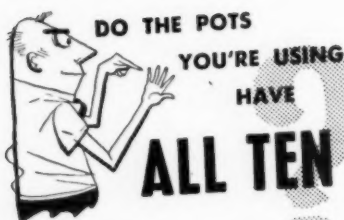
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- 8** Pot should be easy for customer to remove, either at once, or a week later, or even a month after delivery.
- 9** It should be light as possible to reduce freight costs, yet fill these requirements.
- 10** It must be sufficiently low in price that it may be given away with the plant.

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duction in the rate of water loss from the soil will enable the propagator to take off a higher proportion of well-rooted layers.

Although of questionable economic or commercial application, polyethylene flasks and spiral rolls have been used successfully to root cuttings. In preparing cuttings for propagation in the spiral roll, a sequence similar to the one already described for storing rooted cuttings is followed. Cuttings are prepared in the usual manner by removing approximately the lower one third of the foliage and dipping the stem in a proved rooting powder. The cuttings are then arranged at 1/4-inch intervals at right angles to the longitudinal axis of the plastic in such a manner that there is no foliage inside the plastic. A moist rooting medium, such as vermiculite, is then placed around the base of the shoots and the entire unit rolled up and secured in place with a rubber band or tape. In order to insure even light distribution, the roll is placed over a pot and gently forced into a structure resembling an inverted cone. This may then be placed in a propagation bed during the period of root initiation and development.

Good success has been had sealing cuttings in polyethylene structures which resemble an hourglass. These were hung or pinned on a well-lighted vertical wall or cloth during the process of rooting. The base of the hourglass structure, of course, was filled with a moist rooting medium, such as perlite or vermiculite. It was essential to take every precaution to insure complete sanitation during the time of cutting preparation and medium placement.

An article published in the American Nurseryman described a method for rooting chrysanthemum cuttings

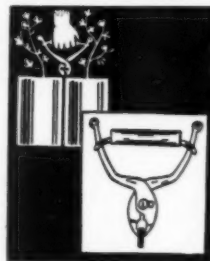
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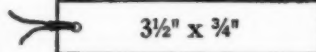
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under mist in polyethylene containers. Unrooted cuttings were placed in the center of a polyethylene square which contained a moist rooting medium. The sides of the square were pulled up around the stem near the base of the lower leaves of the cutting and secured with a rubber band. These containers were then placed in a bed under electronically controlled intermittent mist and rooted. After rooting had taken place, the propagator could harden the cuttings off in place, foliar feed and have a rooted, well-established cutting ready for shipment in a lightweight container.

Top-Working Technique

Top-working, which involves the method of cleft grafting, has also made use of polyethylene. Since this grafting operation takes place early in the spring, well before high temperatures are common, polyethylene bags can be successfully used to cover the grafts and stub end of the dehorned shoot. Under conditions of high humidity and temperature, calusing is speeded up and the chances for loss are greatly reduced. In using plastic bags it is essential that the propagator relocate the bag as soon as the scions begin to break bud, since if the developing shoots are allowed to stay for any prolonged period of time it will be necessary gradually to harden them off in a manner similar to that required of greenhouse forcing stock. As soon as these scion buds break, the plastic bags can be punctured directly adjacent to the top of the scion or scions and the bag pulled down so that it is flush with the top of the stub. The bag is then secured in place with pressure sensitive tape and later removed after a good union has been made between scions and stock.

Use has also been made of $\frac{3}{4}$ to 1-inch polyethylene stripping for covering graft unions of bench-grafted stock. By overwrapping the graft union with polyethylene stripping after the union has been drawn tight with a rubber budding strip or string, the operation of waxing may be eliminated. The plastic may be secured firmly in place with a small piece of pressure-sensitive tape. In the use of this method, it has been observed that for good success, and especially is this true of juniper propagation, both the scion and understock must be as clean as possible. If a good sanitation program is not practiced before grafting, fungi develop under the polyethylene, grow into the union and thereby cause failures.

Early last summer it was neces-



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 Dept. R, South Norwalk, Conn.

sary in work at the university to transplant a large number of evergreen cuttings which had callused and had been restuck in the greenhouse bench. Two beds were planted under a lath house and a third was planted in a bed covered with a polyethylene tent; this, too, was located under the lath house. During the period of establishment it was necessary to supplement the shade with muslin cloth. Last autumn, counts made on stands in these two environments revealed nearly a 50 per cent loss in the unprotected beds and a two per cent loss under the polyethylene tents.

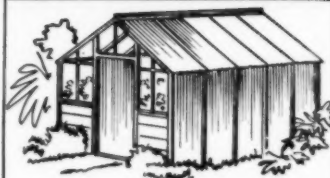
In conclusion, I am certain that the future will see an increased use of polyethylene in the nursery business. Plastic containers and polyethylene hot caps for establishing plants in the field may be but two applications in a long list of prospective uses. I have attempted to project, as concerns propagation, some of the uses to which polyethylene may be put. There are certainly more which I have not discussed.

CLEMSON PATHOLOGIST

Officials of the South Carolina Nurserymen's Association, the South Carolina Camellia Society and the Garden Club of South Carolina recently met at the Wade Hampton hotel, Columbia, S. C., to discuss plans for obtaining a plant pathologist to join the faculty of Clemson Agricultural College, Clemson, S. C. The pathologist would devote full time to research on control of diseases and pests affecting flowering shrubs and ornamentals. A coordinated effort by the three groups is to be made to impress upon the state legislature the need for including in the Clemson budget the necessary funds for adding a plant pathologist to the college staff.

Representing South Carolina nurserymen at the meeting was Eugene Dabbs, Eugene Dabbs Nurseries, Mayesville, president of the South Carolina Nurserymen's Association. L. C. Wannamaker, president of the South Carolina Camellia Society, discussed camellia flower blight, a disease that has cost west coast growers vast sums and that has appeared in private gardens in South Carolina. Spread of the blight into nurseries would practically eliminate the sale of camellias in the state. No known cure or effective control for camellia flower blight is known, and study of the disease would be one of the many valuable research projects that could be undertaken by a pathologist attached to Clemson College.

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PLANT PATENTS

The following plant patents were issued recently, according to Rummeler, Rummeler & Snow, Chicago patent attorneys:

No. 1494. Raspberry plant. Edwin F. Stouffer, Sterling, Ill., assignor to Stark Bro.'s Nurseries & Orchards Co., Louisiana, Mo. A new and distinct variety of black raspberry plant, characterized particularly as to novelty by its exceptional vigor, productivity and heat resistance; the pronounced and delectable flavor of its fruit, and the relatively large size and firmness of its fruit even under unfavorable weather conditions of high temperature and drought.

No. 1495. Rose plant. Roy E. Shepherd, Medina, O., assignor to Edith C. Bosley, Mentor, O. The new and distinct variety of polyantha rose plant, characterized particularly by its vigorous and compact growth, its great resistance to black spot and its essentially white flowers of pleasing form.

No. 1496. Rose plant. Milton L. Whisler, Granada Hills, Calif., assignor to Germain's, Inc., Van Nuys, Calif. A new and distinct variety of rose plant of the hybrid polyantha class, characterized particularly as to novelty by its tall, upright, vigorous growth and the extreme color change of its flower petals, ranging from deep yellow orange to deep rose red as the flowers mature.

No. 1497. Weeping crab apple tree. George M. Reed, Pittsburgh, Pa., assignor to the Brooklyn Institute of Arts and Sciences, Brooklyn, N. Y. A new and distinct variety of crab apple tree, characterized by a strongly weeping characteristic and small bright red fruits.

No. 1498. Fuchsia plant. Horace M. Tietz, San Francisco, Calif. A new and distinct variety of fuchsia plant, characterized by the extremely large size of the four center petals, which give it an appearance unlike any fuchsia of its type, with particular regard to the exceptionally large, flaring corolla.

No. 1499. Peach tree. Harry E. Hirakawa, Fowler, Calif. A new and distinct variety of peach tree, which bears large, rather uniform, evenly ripening, yellow, firm-fleshed (the flesh being slightly streaked with red), fully freestone fruit, having a deep, glossy red, tough skin. The fruit, in comparison to the Gold Dust peach, is larger, more uniform in size and has a deeper red color; in comparison to the July Elberta peach, ripens about 30 days earlier and has a deeper red color; in comparison to the Merrill Gem, has a freestone and a finer, more melting taste. It is additionally characterized by fruit that has superlative shipping and carrying qualities and that ripens uniformly and evenly, with good to best eating quality, because of its relatively nonacid taste, few fibers, excellent flavor which is fine and melting and no split pits.

No. 1500. Rose plant. Thomas Edison Motose, Fairport, N. Y. A new and distinct hybrid plant of the continuous or recurrent blooming variety of the cultivated species of the genus *rosa*, commonly known as hybrid tea rose plant. The plant is characterized as to novelty

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F222	2 1/2	2 1/2				Inside Dimensions		
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F218	3 1/2	3 1/2	FS15	2 3/4		F1101	5	2 1/2
F219	4	4	FS16	3 3/4		F1103	6	3 3/4
F226	5	5	FS17	4 7/8		F1102	7	3 7/8
F224	6	6	FS21	5		F1104	8	4
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No. 1501. Fuchsia plant. Horace M. Tired, San Francisco, Calif. The new and distinct variety of fuchsia plant, characterized by the exceptional size and unusual color of the flower in combination with the abundance of blooms and vigorous habit of growth, together with its over-all symmetrical form.

No. 1502. Fuchsia plant. Horace M. Tired, San Francisco, Calif. The new and distinct variety of fuchsia plant, characterized by the three distinct stages of development and by the effect of three different flowers growing simultaneously on the same plant.

APPLES IN HEDGEROWS

Setting dwarf apple trees in hedgerows for increased efficiency in spraying with modern air-blast equipment and greater convenience in pruning and harvesting is attracting the attention of fruit growers.

How dwarfing rootstocks are used to limit tree growth for this purpose is demonstrated in test plantings at the experiment station at Geneva, N. Y. Yields of individual trees are reduced by dwarfing, but the larger number of trees to the acre and the greater convenience in orchard operations offset this effect, states Prof. Karl D. Brase, station pomologist. The trees in this experiment are only 6 years old, so no reliable yield figures are yet available. The experiment is being continued until the trees reach maturity and yields can be measured.

The truly dwarfing rootstocks are not practical for commercial orchards, because trees grown on them must be supported by stakes or a trellis, explains Professor Brase. Two methods of propagating dwarf apple trees that do not require any support have been developed at the experiment station. In both methods, regular seedling rootstocks are used, with scions of dwarfing stocks budded or



NURSERY MAGIC

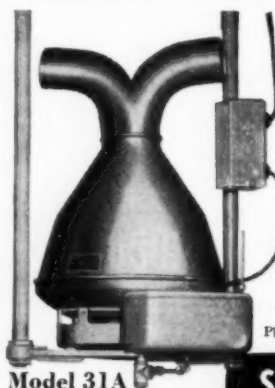
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grafted onto them and the desired variety budded onto the dwarfing interstock.

Dwarf trees can be grown cheaper by these methods than on the dwarfing rootstocks," Professor Brase declares, adding, the resulting trees have good anchorage and strong trunks that do not require any special support in the orchard. Northern Spy and Red Delicious on dwarfing interstocks can be set 10 feet apart in the row, with rows 20 feet apart, which means 218 trees to the acre. Golden Delicious, McIntosh and Rome Beauty trees can be spaced eight feet apart in the row, with rows 20 feet apart, giving 278 trees to the acre.

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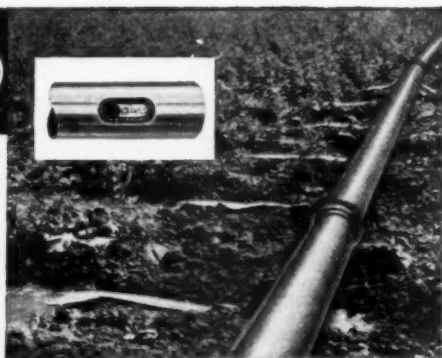
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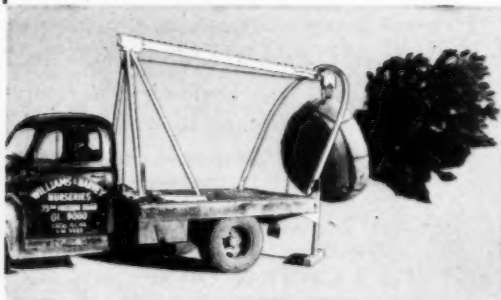
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STAN SAYS

Aesculus Parviflora

Just the shrub for the carriage trade—one that will never be on the bargain counter—is *Aesculus parviflora*, dwarf flowering horse chestnut. It is one shrub that layers itself, but not in such a way that it becomes a menace. It will be scarce for some years to come.

This plant will grow in sun or deep shade and can compete with the root system of most trees; it has good foliage through the whole season (the foliage of the large horse chestnut becomes rusty in late July) and it is hardy, growing on the mountains outside of Johnstown, Pa., where temperatures often go to 20 degrees below zero.

To provide a real splash of color in early July on a factory grounds, in a cemetery or in a park, use the following plants that flower at that time: Dwarf flowering horse chestnut, oak-leaved hydrangea and common elder for shrubs; *Oxydendron arboreum*, sourwood, that grows to 15 or 20 feet high and should be planted only in acid soil, and then *koelreuteria*, golden-rain tree, with its beautiful deep yellow blooms that appear July 4 at Pittsburgh. *Asclepias tuberosa*, that I have mentioned before, makes a good facing perennial.

The 14½-inch long cylindrical spikes (five inches in diameter) of *Aesculus parviflora* hold themselves erect and are not hidden by the foliage. If soil is not fertile the blooms

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are shorter. They cannot be cut. The blooming period (first blooms July 1, 1956, (at Pittsburgh) is 14 days. Although one authority describes their fragrance, I prefer to say there is little or no odor. The stamens extend beyond the rest of the flower and give airiness and grace to the inflorescence. Blooms open at the bottom and finish at the top, as with gladioli.

The dwarf flowering horse chestnut is moved easily in fall or spring and need not be balled. I believe that if it had a fourth as much publicity as the *Franklinia* it would be planted much more than the latter. It is long-lived. I planted some 30 years ago at Pittsburgh for a steel executive, and last year I revamped the place for the new owner and had to move the shrubs. They moved easily and seem much at home in their new location.

Aesculus parviflora is a healthy plant seldom attacked by scale, insects or diseases. I have been enthusiastic about this plant for the past 36 years.

In time, *A. parviflora* grows at least 10 feet high and will grow almost as wide as it is tall; but it will also grow next to a house and can easily be kept fairly narrow and upright. When young it is an awkward shrub, but all my customers go along with me and wait three or four years for it to grow into a good-looking specimen.

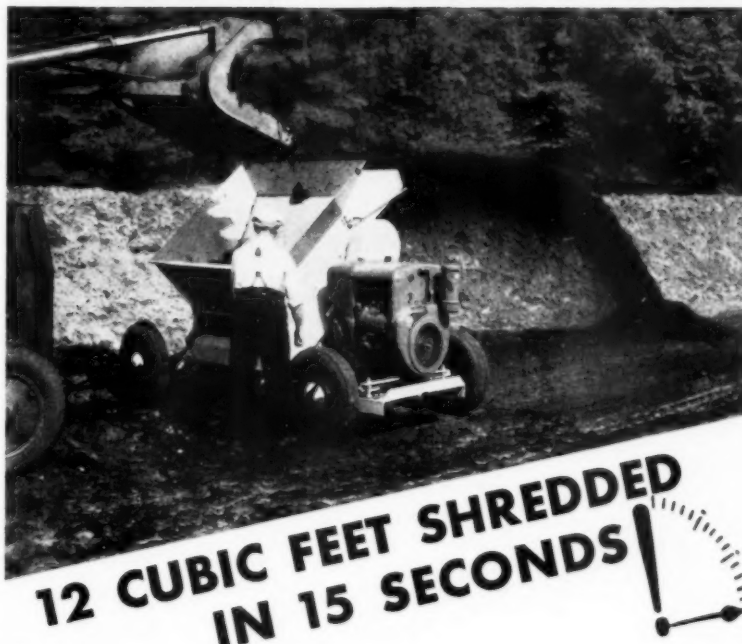
It is native to the southeastern states from South Carolina to Florida. Nowhere is it abundant, but it appears commonest in northern Alabama. I have never seen it in the wild.

Random Notes

At the Cole Nursery Co. on May 15, I saw a couple of white redbuds *Cercis canadensis alba*, and they were most attractive. The creamy, greenish-white flowers are borne in great profusion. They were blooming next to a double Japanese pink peach, and the combination heightened the beauty of each plant. Bill Cole advises me that this redbud is hard to propagate.

As most nurserymen know, next year's buds of plants are made immediately after the plant blooms. I refer to such plants as magnolias, azaleas, rhododendrons, flowering dogwoods, etc. If there is a drought at the time of blooming, there will not be too many buds for next year. Some plants that have had too many blooms may "loaf" the next year; there are union members among plants as well as among human beings.

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<i>Taxus media browni</i> , 4 to 6 ins.35	.33	.30
<i>Taxus media hatfieldi</i> , 4 to 6 ins.35	.33	.30
<i>Taxus media hicksi</i> , 4 to 6 ins.35	.33	.30
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